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Published by Authority of the Rt. Hon. C. D. Howe, M.P.,  
Minister of Trade and Commerce

**DOMINION BUREAU OF STATISTICS**

MERCHANDISING AND SERVICES STATISTICS

OTTAWA, CANADA



**RETAIL CONSUMER CREDIT**

Government  
Publications

DEPT. OF  
POLITICAL ECONOMY

**JULY 1945 - DECEMBER 1947**









JULY 1945-DECEMBER 1947

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# FACSIMILE OF THE SCHEDULE .....

One copy of this form, properly completed, should be returned on or before.....

File No. ....

**CONFIDENTIAL**

DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES  
OTTAWA

**RETAIL CONSUMER CREDIT  
1947**

(Taken in conformity with the requirements of the Statistics Act, Chapter 190, Revised Statutes of Canada, 1927)

Overall statistics on retailers' credit sales and accounts receivable indicate how consumers are financing their purchases, how they are meeting their obligations and the approximate amount of their indebtedness. Retailers are directly interested because credit sales tie up their capital in customers' accounts. Retailers can then compare their own credit experience with the average for their trade. All returns will be held in strictest confidence. Individual results will not be released either to the public or any department of government.

**I. General Description:—**

(a) Name and address of firm.....

(b) Check (✓) below the trade which describes most closely the kind of business you are carrying on: ( ) Radio and Household Appliances ( )  
( ) Men's Clothing ( ) Furrier ( ) Furniture ( )  
( ) Women's Clothing ( ) Department Store ( ) Hardware ( )  
( ) Family Clothing ( ) Motor vehicle dealer ( ) Jewellery ( )

Other kind of business (specify).....

**II. Net Retail Sales:—**  
(Report sales, including receipts from repairs and services, for the designated semi-annual periods. Sales should include the value of trade-ins taken as part payment for merchandise, but should be net so far as merchandise returns, allowances or rebates are concerned.)

(a) CASH AND C.O.D. SALES: Exclude down payments from instalment sales, receipts from customers' accounts or from non-trading sources..... \$.....

(b) INSTALMENT SALES: Include all financing charges, cash down payments and trade-in allowances. Report full amount whether paper is sold or held..... \$.....

(c) CHARGE OR OTHER CREDIT SALES: not made under formal Conditional Sales Contracts. Include all financing charges, cash down payments and trade-in allowances..... \$.....

(d) TOTAL NET SALES: Sum of (a), (b) and (c)..... \$.....

**III. Instalment Paper Discounted or Sold:—**  
Report full amount sold to finance companies, banks or others, during the period, regardless of whether collections are made by you or by the purchasing institution..... \$.....

**IV. Accounts Receivable:—**  
(Report receivables at the dates specified. If fiscal dates differ, please estimate amounts owing at the dates specified as closely as possible. Figures should relate to "Instalment" and "Charge Or Other Credit" sales, as defined in II (b) and II (c) above.)

(a) INSTALMENT PAPER: owing and payable directly to your business..... \$.....

(b) OTHER CHARGE OR CREDIT ACCOUNTS: owing and payable directly to your business..... \$.....

(c) TOTAL RECEIVABLES: Sum of (a) and (b)..... \$.....

**CERTIFICATE**

This is to certify that the information contained in this report is correct and complete to the best of my knowledge and belief.

Signed.....

Official Capacity.....

Date of this report.....

Printed by FARMERS' CO-OP, C.M.C., U.A. 1, Ph., Printer to the King's Most Excellent Majesty, 1947.

16-C-1  
D.B.S. 12205





DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES STATISTICS

OTTAWA

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Dominion Statistician: HERBERT MARSHALL  
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Series, 1947  
No. 3

16-1120

RETAIL CONSUMER CREDIT  
JULY 1945 TO DECEMBER 1947

INTRODUCTION

This is the initial report issued by the Dominion Bureau of Statistics concerning trends in retail consumer credit in Canada. Sales and receivables have been reported by half-year periods from the latter half of 1945 to the latter half of 1947 (July, 1945 - December, 1947, inclusive). From the beginning of 1948, the survey will be undertaken on a quarterly basis, for which appropriate bulletins will be prepared and published.

The trades selected are those dealing principally in clothing, household durables, and personal goods:

Department Stores	Household Appliances and Radio Stores
Men's Clothing Stores	Furniture Stores
Women's Clothing Stores	Hardware Stores
Family Clothing Stores	Jewellery Stores
Furriers	Motor Vehicle Dealers

These were chosen for coverage because of the relatively large proportion which credit business was of total receipts according to the 1941 Census of Merchandising and Services. A weighted composite index of the trades surveyed has been prepared in order to present some notion of the general post-war trend in credit sales and receivables. To provide a period on which to base half-yearly indexes, returns for the year 1941 were employed. Data on cash, instalment and charge account sales were available only for the whole of 1941, while the information from 1945 to 1947 has been secured on a semi-annual basis. To arrive at a figure comparable to the more recent half-yearly data, 1941 totals for cash, instalment and charge account sales were divided by two producing an average half year (1941) value which has been used as the base (=100) for the sales indexes.

The bases for accounts receivable indexes are instalment and charge accounts outstanding in the hands of the responding firms on December 31, 1941. These figures were also taken from the 1941 Census of Merchandising records.

Indexes have been used in place of dollar figures because of certain problems in the sampling of retail firms. It is expected that both indexes and dollar values will be made available by 1949. The survey schedule has been reproduced on Page ii for two purposes; first, to outline the extent of the information required of the various trades concerning credit operations; and secondly, to clarify terms used in the text, these being explained in some detail on the form.

#### CONSUMER CREDIT REGULATIONS AND WARTIME PRICES AND TRADE BOARD SURVEYS

Consumer credit controls, administered by the Wartime Prices and Trade Board were first introduced on October 14, 1941 and were maintained throughout the remainder of the war period and for some months afterward. During the latter months of 1945 and 1946 regulations were gradually relaxed by such techniques as lengthening the period allowed for payment of charge accounts and increasing the contractual period of instalment paper on certain commodities. All controls were removed on January 13, 1947.

During the period in which consumer credit regulations were effective, the Wartime Prices and Trade Board conducted surveys of credit operations at the retail level in order to observe the effect of controls on the sales and accounts receivable of retailers. In all, four surveys were made covering the interval January 1, 1941 to June 30, 1945 by half-year periods.

On examination of these studies, it was realized that, owing to the specific purpose for which they were devised, the trends would not be continuous with those derived from the Dominion Bureau of Statistics consumer credit surveys. Department store figures of the Wartime Prices and Trade Board studies may be used in part. Further comment on the development of present studies from the Wartime Prices and Trade Board prototypes is made in the note on method at the back of this bulletin.

#### THE SIGNIFICANCE OF CONSUMER CREDIT STATISTICS

Credit regulations administered by the Wartime Prices and Trade Board were intended to help reduce the demand for consumer goods by stiffening terms of payment of credit accounts outstanding, setting minimum down payments on instalment purchases and shortening periods of repayment of instalment receivables.



These and controls on prices and on supply of consumer goods coupled with increases in personal disposable income (personal income less personal direct taxes) were among the factors which resulted in a high rate of personal saving during the war period. Since the end of the war the rate of personal saving dropped sharply as is indicated by the following table:

Personal Saving and Spending

	1939		1944		1946		Prelim. 1947	
	Millions	%	Millions	%	Millions	%	Millions	%
	\$		\$		\$		\$	
Personal consumer expenditure ....	3,828	92	6,253	79	7,712	89	8,736	94
Personal saving .	334	8	1,576	21	957	11	588	6
Personal disposable income(1) .	4,162	100	7,929	100	8,669	100	9,324	100

(1) Personal income less personal direct taxes.

The per cent of personal saving to personal disposable income had fallen to 6% in 1947 from 21% in 1944 and 11% in 1946. In dollars, personal saving in 1947 was about 1/3 of the 1944 total of \$1,576,000,000.

A fall in the rate of saving reflects an increase in the rate of liabilities incurred and/or a decrease in the rate of acquisition of assets. Retail consumer credit is an important type of personal liability which enables consumers to spend more on consumer goods and services than they have earned in a period of time.

An increase in personal liabilities and a decrease in personal assets may take place as follows:

1. By the liquidation of personal assets for the purchase of consumer goods; such as disposal of securities, real estate or other holdings, the cash surrender of insurance policies, the reduction of savings accounts or cash on hand, etc.
2. By a reduction in the amount of savings out of current income, in which case a smaller proportion of current income is converted into personal assets.
3. By securing personal loans from institutions such as banks, insurance companies, finance companies, money lenders or loan companies, for the purchase of consumer goods.
4. By securing retail credit in the purchase of goods or services from tradesmen.

Retail consumer credit falls into the fourth of these categories, and has to do with the purchase of goods, no data being available in the present survey concerning service credit. While not all trades have been covered, the ten kinds reported represented 40% of all credit sales, 72% of instalment sales and retained 46% of all accounts outstanding according to the 1941 Census of Merchandising.

#### INFORMATION AVAILABLE

Indexes of sales -cash, instalment, charge and total- were calculated for the five half-year periods from July, 1945 to December, 1947. Indexes of accounts receivable; -instalment, charge and total- apply to final dates in each period from June 30, 1946 to December 31, 1947.

Percentage composition of both sales and accounts receivable revealed significant trends which are shown in the tables and charts. A further set of useful figures were available in the form of ratios which credit sales were to receivables in the various periods as compared to the base and to each other. Once such ratios are available, the average period in days for the repayment of charge account and instalment purchases may be roughly calculated. This calculation involves assumption of little change in credit sales from the previous period. Let it be assumed, for example, that a ratio of 2.0 holds for instalment sales over instalment receivables in any six-month interval. In other words by the end of the period instalment sales were twice the amount of instalment receivables outstanding on the books of a merchant. By dividing the ratio of sales to accounts outstanding (2.0) into the number of months (6) it is apparent that the rough average period for the repayment of instalment purchases is  $6 \div 2.0$  or 3 months (or approximately 90 days).

Per cent of instalment receivables sold to banks or finance companies is shown in some of the trades when applicable. Charts on pages 6 and 7 show the trend in indexes of sales and receivables for the periods covered. Chart 2 on page 8 portrays the change in sales composition from 1941 to the first post-war period (July-December 1945) and from then to the last period surveyed. The composition of accounts receivable in Chart 3 shows the middle point of 1946, as figures were not available for December 31, 1945. Seasonal variation, however, affects percentage composition to a minimum.



## HIGHLIGHTS .....

The proportion of cash to total sales in the latter half of 1947 was only slightly above the 1941 average (60% of total sales). From July, 1945, when 67% of sales were on a cash basis, the trend has been toward an increasing proportion of credit sales.

In most trades, there was a pronounced shift from instalment sales in 1941 to charge account sales in the 1945-1947 period.

Accounts outstanding at December 31, 1947, for the combined trades, had risen only 25% from the year-end 1941 figure, while credit sales were up 85%.

By the end of 1947, the number of days credit outstanding had been reduced from 1941 in all trades except retail jewellery, but had been gaining from 1945 to 1947. In most trades, the period of instalment credit had been reduced much more than that for charge credit.

# CONSUMER CREDIT : INDEXES OF SALES AND RECEIVABLES IN TEN KINDS OF RETAIL BUSINESS

JULY 1945 TO DECEMBER 1947

## SALES

(AVERAGE HALF-YEAR 1941=100)  
PER CENT A=JANUARY-JUNE B=JULY-DECEMBER

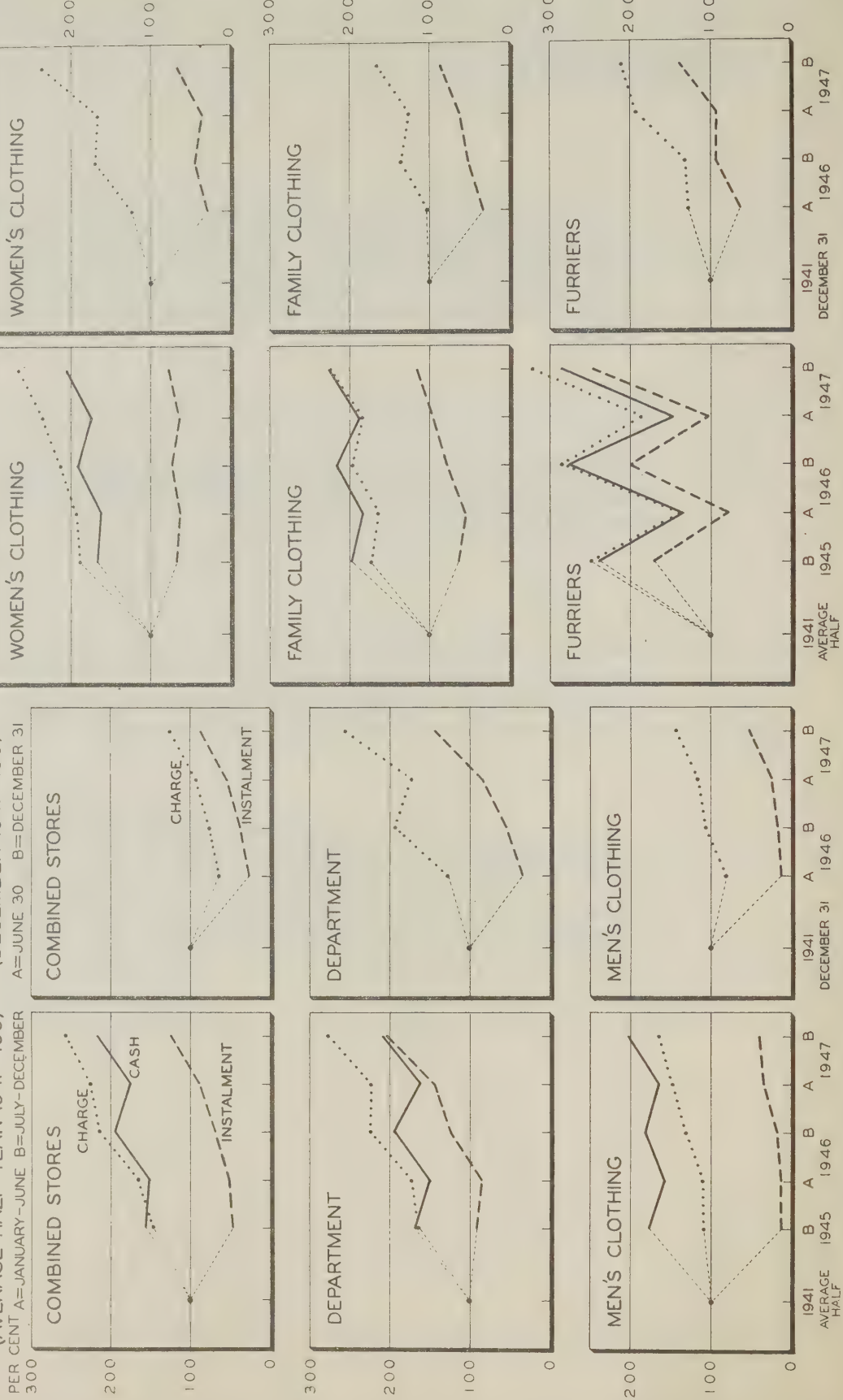
## RECEIVABLES

(DECEMBER 1941=100)  
A=JUNE 30 B=DECEMBER 31

## SALES

## RECEIVABLES

PER CENT



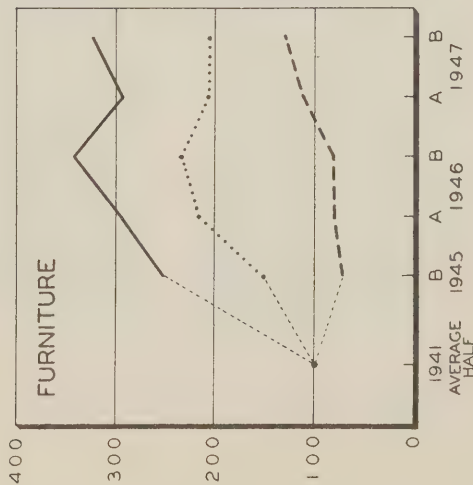
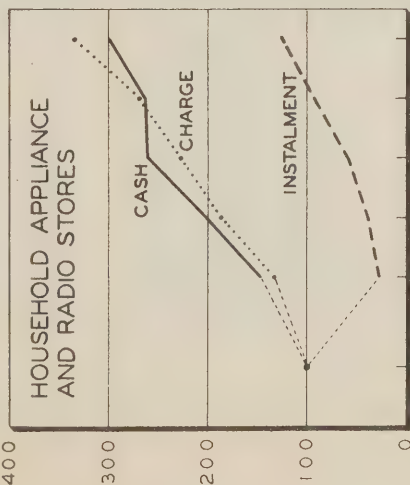


# CONSUMER CREDIT : INDEXES OF SALES AND RECEIVABLES

## SALES

(AVERAGE HALF-YEAR 1941 = 100)

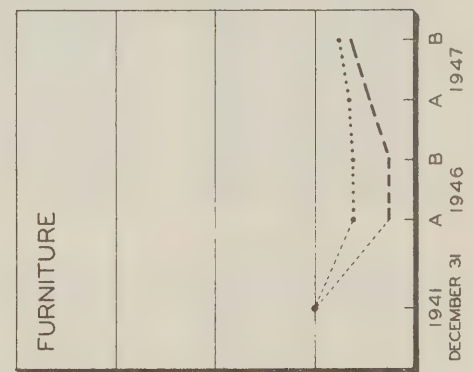
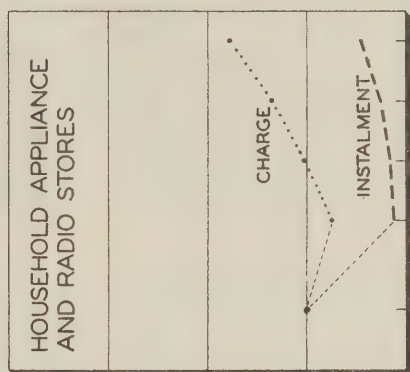
A=JANUARY-JUNE B=JULY-DECEMBER  
PER CENT



## RECEIVABLES

(DECEMBER 1941=100)

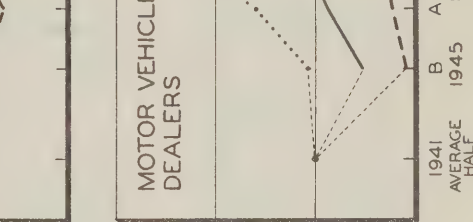
A=JUNE 30 B=DECEMBER 31



## SALES

(AVERAGE HALF-YEAR 1941 = 100)

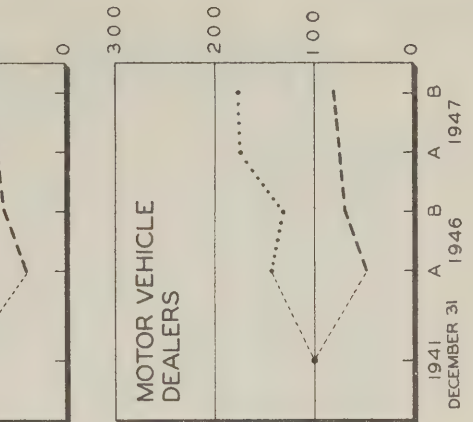
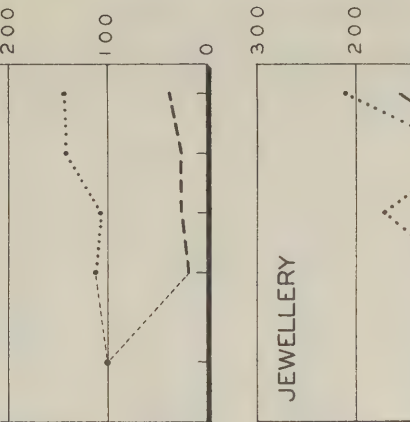
A=JANUARY-JUNE B=JULY-DECEMBER



## RECEIVABLES

(DECEMBER 1941=100)

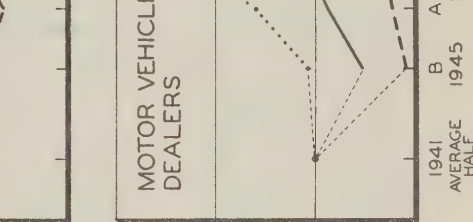
A=JUNE 30 B=DECEMBER 31



## SALES

(AVERAGE HALF-YEAR 1941 = 100)

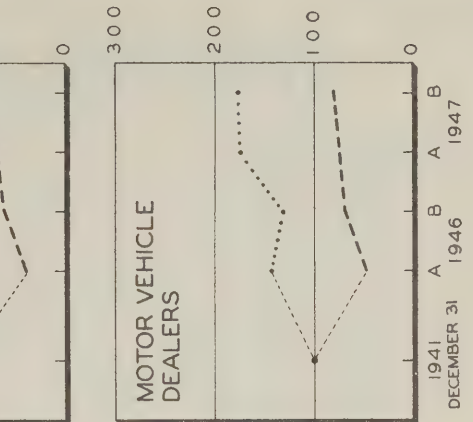
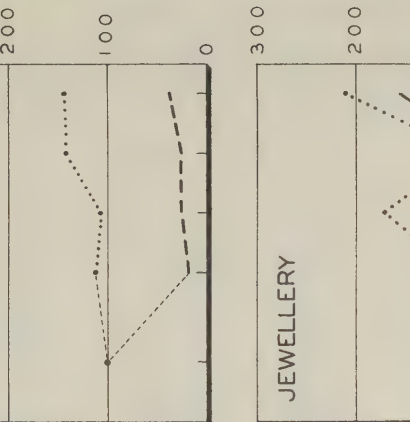
A=JANUARY-JUNE B=JULY-DECEMBER



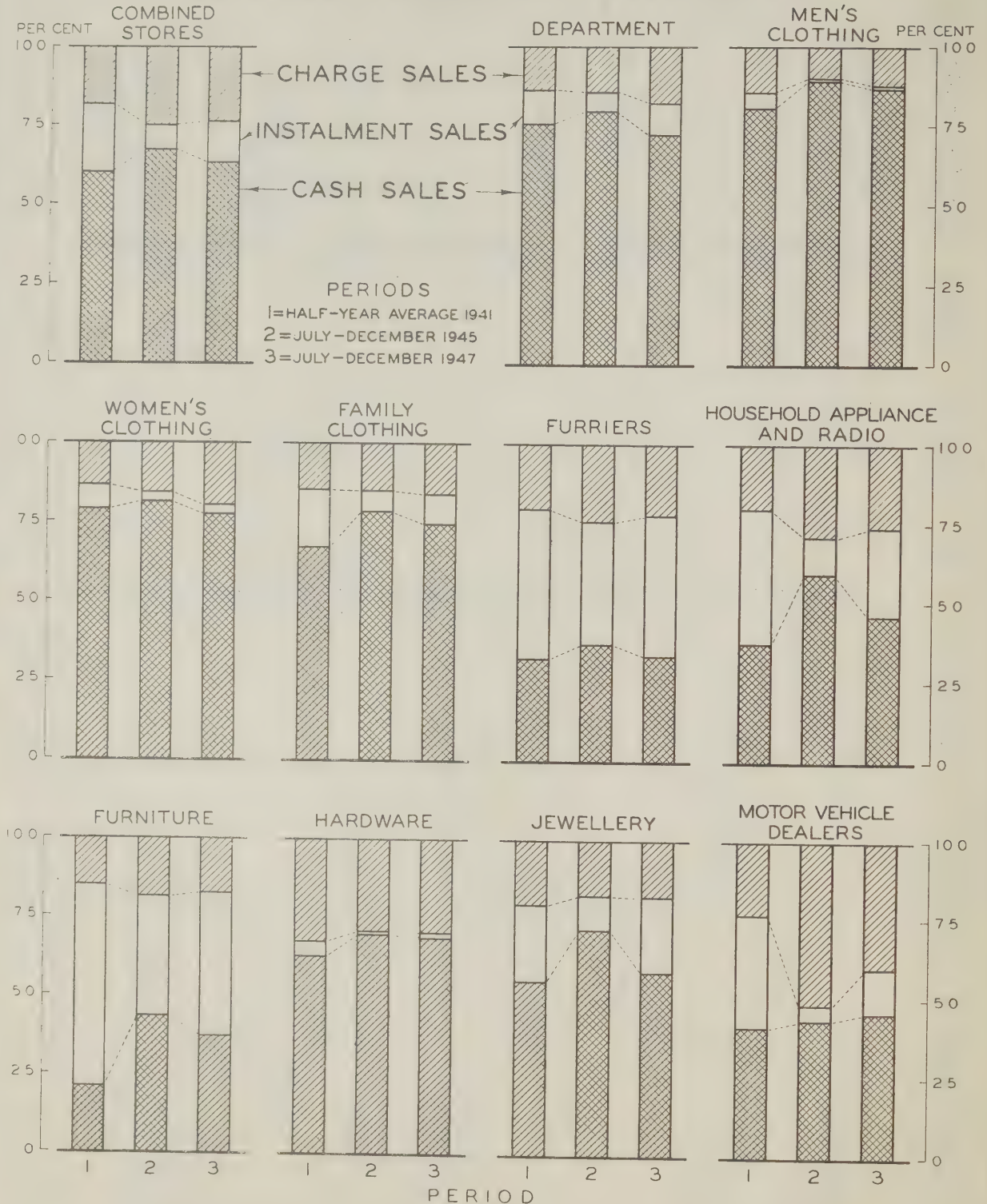
## RECEIVABLES

(DECEMBER 1941=100)

A=JUNE 30 B=DECEMBER 31

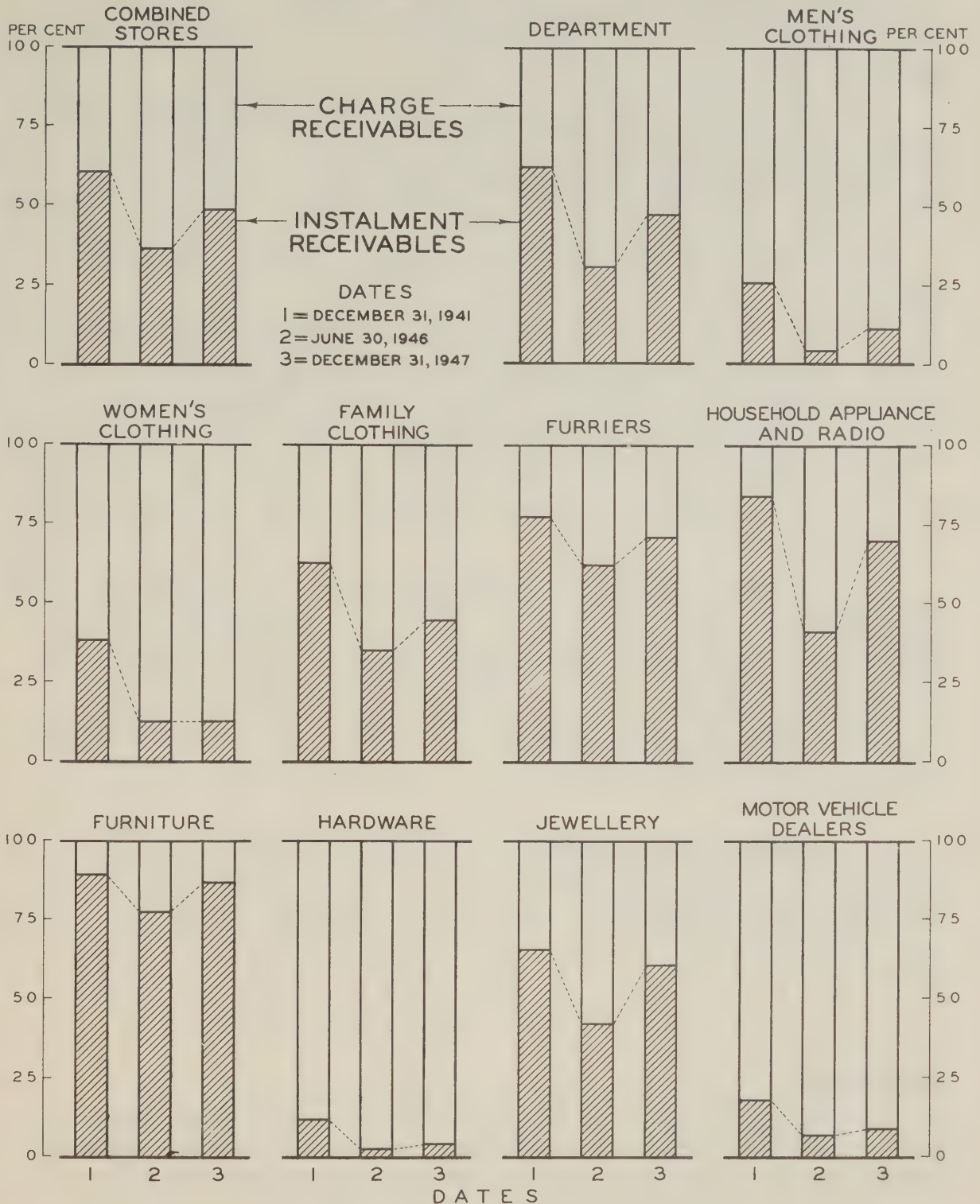


# CONSUMER CREDIT CASH, INSTALMENT AND CHARGE SALES AS A PERCENTAGE OF TOTAL SALES





# CONSUMER CREDIT INSTALMENT AND CHARGE RECEIVABLES AS A PERCENTAGE OF TOTAL RECEIVABLES



## GENERAL DISCUSSION AND TABLES.....

### Combined Trades (Table 1, page 16)

#### Sales

The proportion of cash sales in the latter half of 1947 was slightly above the 1941 average of 60.2%. From July, 1945 the trend has been in the direction of a gradual resumption of the cash-credit ratios which were characteristic of 1941 retailing.

While total credit sales have made up a smaller percentage of total sales than in 1941, a pronounced shift from instalment to charge account buying has been evident in the interval 1945 to the end of 1947 as compared to 1941. This tendency was evident in most trades. Instalment sales have gradually increased from 8% to 13% but drained off charge account trading only slightly in 1947. From the more complete series available for department stores (1941-1947) it would appear that cash sales were highest in the latter half of 1945, with a corresponding low in credit sales.

By the last period of the survey, cash sales varied from a high of 87% in men's clothing to a low of 33% in furriers.

Although total sales had more than doubled since 1941, by the July-December period of 1947 the combined index of instalment sales was up only 22% from the base period. As a proportion of total trading, instalment sales amounted to about one fifth in the base period, dropped to 8% in the first half of 1945 and rose gradually to 13% by the latter half of 1947. This trend was characteristic of all trades covered, both durable and soft goods lines. Furriers and dealers in household durables reported highest proportions of instalment business.

Charge account sales increased both absolutely and as a proportion of total sales from the base period. As compared with the doubling of sales from 1941 to the latter half of 1947, the combined index indicates that charge account sales had multiplied more than 2 1/2 times, and were 24% of total sales as compared with 18% in the base figures.

#### Receivables

Generally speaking, from the middle of 1946 to the latter half of 1947 the trend of total accounts receivable was more sharply upward than that of sales. In the combined trades sales rose 21% in this interval while receivables more than doubled. Between the first and second halves of 1947 sales jumped 25% and receivables 37%.

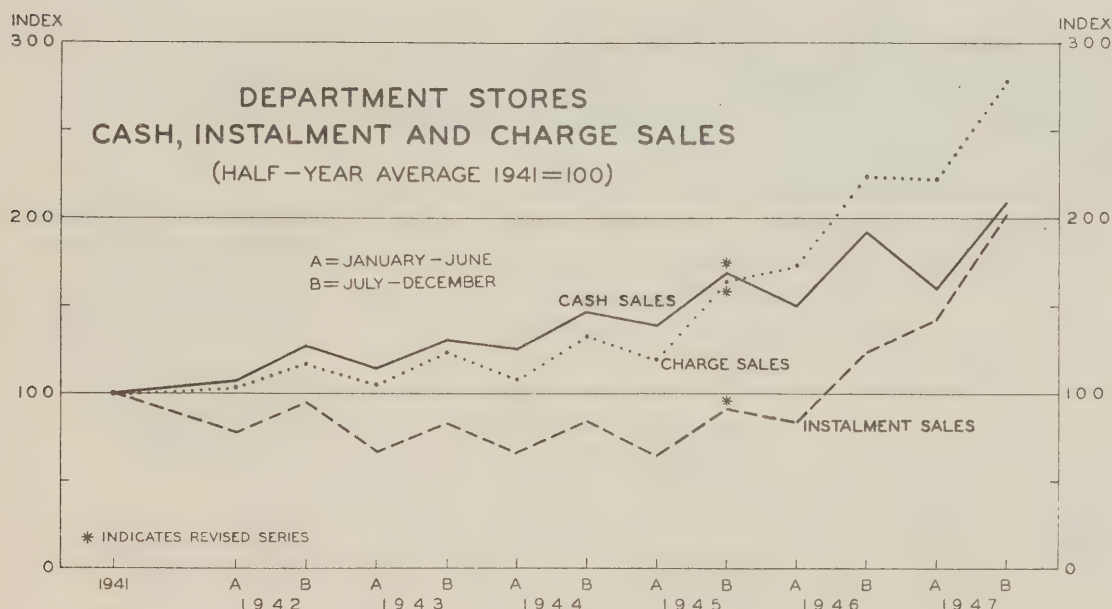


Instalment accounts outstanding in the 10 retail trades increased steadily over the 4 end-of-period dates for which receivable figures were available, but had not yet reached the base total (December 31, 1941). Although charge accounts outstanding had almost doubled by the end of 1947, they had not kept pace with charge account sales which had mounted to 258% of the 1941 average. The instalment receivable index had dropped to a low of 27 on June 30, 1946, but rose steadily from that time to 88 by the end of 1947.

On December 31, 1941 instalment receivables made up 61% of accounts outstanding in the trades, dropped to a low of 36% in the middle of 1946 and rose steadily to 49% by the end of 1947. Charge accounts outstanding have followed complementary patterns.

### Department Stores (Table 2, pages 17 & 18)

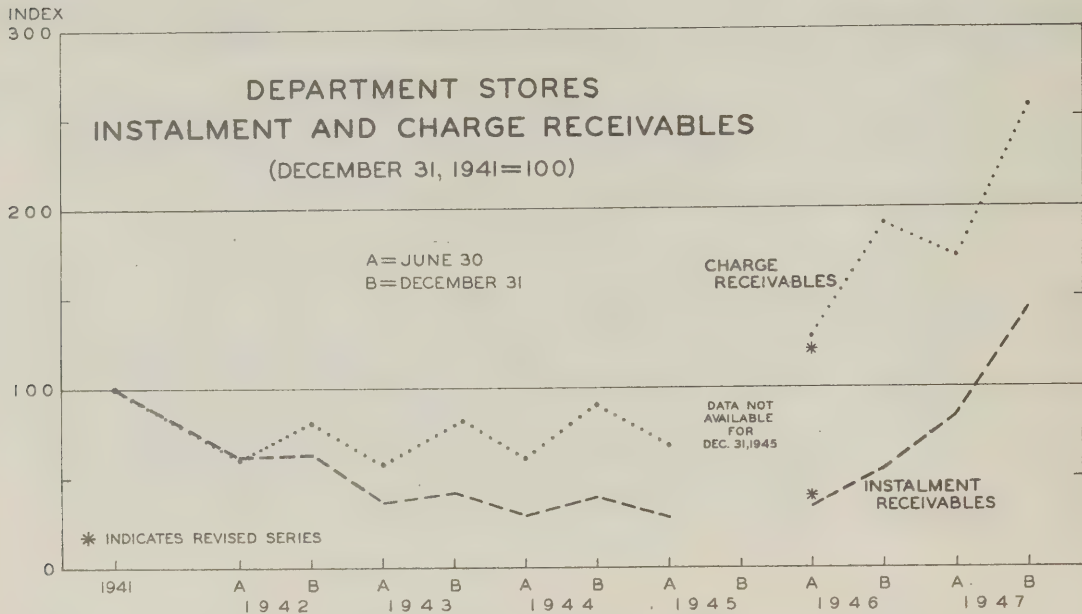
Sales and receivables of department stores were available for several earlier half year periods in addition to July, 1945 - December, 1947. The chart below shows a break between the first and second halves of 1945, which indicates a revision in the series at that time. The trends in the earlier series are very similar to the revised figures.



Cash sales indexes exceeded charge and instalment trends until the early part of 1946 when charge sales surpassed cash. At the same time instalment and charge account trading began a sharp upward climb which continued to the last period covered by the survey (July-December, 1947). By this time the instalment sales index had almost reached that for cash sales, and charge account sales were some 70 points in excess of it.

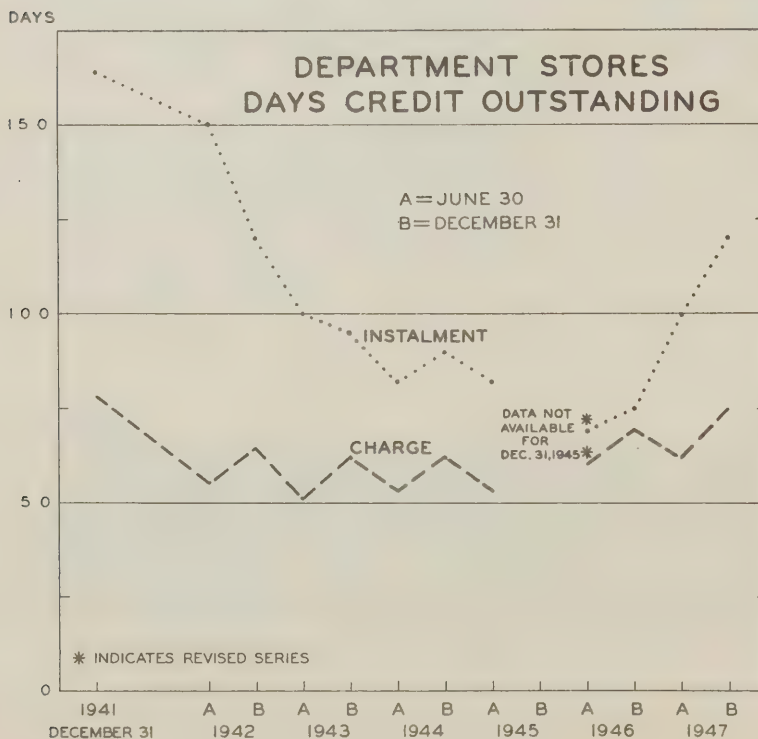
## Receivables

Instalment receivables fell steadily in the five periods following 1941 and the imposition of controls, only surpassing the base period in the latter half of 1947. Charge accounts outstanding passed the 1941 level at some time during the interval for which



the indexes are incomplete, but follow the same upward trend since the middle of 1946 as was evidenced in instalment receivables.

## Days Credit Outstanding



Derivation of these figures which provide a means of comparison of the trends in sales and receivables were described in the introduction.



One interpretation of the different trends in the preceeding chart would be that Consumer Credit regulations affected repayment of instalment accounts to a relatively greater degree than charge accounts. Shortages of goods customarily purchased on instalment contracts must also be included as a factor in the reduction of instalment trading in 1942-1945 and for its rapid climb in the latter part of 1946 and in 1947 when supplies returned to the markets.

In the later periods days of charge account outstanding closely approximated the 1941 average, and the instalment credit period showed sharp increases from the end of 1946 but had not yet reached the 1941 figure. The seasonal factor in days charge account credit is evident from the chart.

Apparel Stores - Men's, Women's and Family Clothing Stores -  
(Tables 3, 4, 5, pp 19, 20, 21)

Cash sales formed a high proportion (about 80%) of the total in men's and women's retail trading in 1941, and a smaller part of family clothing store receipts (about 68%). By 1945 this proportion had varied only slightly in women's clothing but had risen considerably in the other apparel outlets - to 90% in men's and to almost 80% in family outlets. Following the end of 1945, the proportion of cash to total sales in all three clothing store types decreased from 3 to 4 points.

Men's retail store cash sales have run above charge sales indexes in the period July, 1945 to December, 1947, while the opposite is true of retail women's clothing shops. The level of cash sales was about the same in each, but charge sales indexes in women's stores were well above men's stores. Instalment sales had dropped to a negligible amount in men's stores by early 1946 then increased by a very small amount. In 1945 women's shops instalment sales fell to 68% of the 1941 average and varied little in the succeeding periods, while family clothing stores showed sizable gains in instalment sales in the same interval.

The shift from instalment to charge account buying has been evident in all three clothing businesses.

The trends of accounts receivable in the apparel trades were similar, charge accounts outstanding exceeding instalment in each instance. Family clothing instalment receivables in 1946 and 1947 were a larger proportion of total accounts outstanding than in the other store types. In all three types, a pronounced decrease in proportion of instalment receivables took place from the end of 1941 to 1946. By the end of 1947 instalment accounts outstanding were 11% of total receivables in men's, 13% in women's and 45% in family clothing stores.

In men's and women's stores, no clear distinction seemed to have been made between charge accounts and instalment trading when considered from the standpoint of number of days credit outstanding. By the end of 1947 days credit outstanding had surpassed 1941 levels only in men's clothing instalment sales.

Furriers (Table 6, page 22)

Fur sales indexes were characterized by wide seasonal variations. Charge sales indexes have exceeded both cash and instalment from 1945 - 1947. Cash sales proportions gained from instalment in 1945 and 1946 but by 1947 had moved back to proportions close to those of 1941. In the July-December 1947 half-year, sales were divided: cash 33%, instalment 44%, and charge 23%.

Unlike other clothing outlets, the greater part of furriers' receivables have been instalment accounts. These amounted to 77% of total accounts outstanding at the end of 1941, had dropped to 62% by June 30, 1946 and risen again to 71% by the end of 1947.

Household Appliance and Radio Stores (Table 7, page 23)

From July, 1945, the trend of cash sales in this store type moved upward less steeply than charge and instalment sales.

Cash sales made up 38% of total trading in 1941, rose to 59% in 1945, and began to fall off sharply in 1947. Charge and instalment sales made up 28% and 26% of total sales respectively in July-December, 1947.

A striking feature of the appliance and radio store trade has been the large drop in number of days instalment credit outstanding - from 225 in 1941 to 75 by the end of 1947. Such a change may have resulted partly from shortening the period required for the repayment of individual instalment accounts and to larger down payments, leaving smaller amounts of instalment credit outstanding in proportion to instalment sales. A similar reduction in days credit outstanding was true of charge credit but was less pronounced.

Furniture Stores (Table 8, page 24)

In 1946 cash and charge sales indexes of furniture stores moved up sharply, with more moderate increases in instalment buying. Small recessions from 1946 in both cash and instalment sales occurred in 1947. Since the proportion of cash sales in 1941 was small, the index was influenced by smaller changes than that of instalment which accounted for more than two thirds of sales in the base period.

From 1945 to 1947 furniture stores were in a particularly favorable position as regards accounts outstanding, the total at the end of that period amounting to only two-thirds of December 31, 1941 totals. The index of total receivables on December 31, 1947 was lower only in household appliance and radio stores.

Number of days instalment credit outstanding in furniture stores increased sharply from 1946 to 1947, but by the latter period was 120 days as compared to 225 days in 1941. Period of charge credit was very low at December 31, 1947: 47 days as compared to 139 days in 1941.



Hardware Stores (Table 9, page 25)

Instalment sales formed an insignificant part of the hardware store trade, credit being largely on a charge basis. For the 1945-1947 interval of this survey, cash and charge sales kept pace with each other consistently indicating that credit regulations and other conditions affecting most of the retail trades were not operative in reducing to any great extent the amount of credit sales of hardware stores.

The trend of accounts outstanding and day's credit, however, shows quite clearly that a reduction in the amount of credit on the books of hardware merchants took place, relative to the amount of credit sales. The seeming anomaly that charge account credits require **longer** periods for repayment than instalment accounts in all periods may be a function of the longer credit periods allowed builders and other commercial buyers of hardware who have standing charge accounts with hardware firms.

Jewellery Stores (Table 10, page 26)

While there was little change in total sales of jewellery stores in 1947 from 1946 instalment sales showed **heavy** increases.

Of the trades reviewed, jewellery operations alone indicated a larger gain in charge accounts outstanding than in charge sales. By the final half of 1947 charge sales were 80% above the 1941 average, but charge receivables had climbed 110% by December 31, 1947. In addition, charge receivables, which accounted for about one-third of the total in 1941, took up 40% of all accounts receivable by the end of 1947.

Number of days charge credit outstanding by the end of 1947 was greater than the end of 1941 figure, but the instalment period had reached only 106 days as compared to 129 days in 1941.

Motor Vehicle Dealers (Table 11, page 27)

The conditions of sales of motor vehicles during the war period, shortages in the immediate post war, and methods of financing of motor vehicle sales makes the picture of credit buying in retail motor vehicle firms somewhat difficult to analyze.

The majority of new automobiles sold are financed directly from the manufacturers through the dealers, who rarely assume the instalment receivable. Table 11 shows that nearly 60% of instalment paper is sold, or handled by the finance companies, a small portion is retained on the books of dealers, and probably a large proportion of the remainder represents the down payment which in most cases is a minimum of 1/3 of the purchase price.

It was learned from dealers that the proportion of charge sales had increased as a result of additional lines of accessories carried and services offered by motor vehicle dealers when vehicles were scarce. Since instalment credit is handled in very small amounts by dealers the high percentage of charge receivables is understandable.

Retail Consumer Credit, 1947

Table 1. - Consumer Credit - Combined Trades

INDEXES							
Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	156.9	46.4	148.7	132.1	(not available)		
1946 - Jan. - June ....	151.4	50.2	166.2	132.6	27.0	116.7	62.5
- July - Dec. ....	191.7	69.6	213.2	170.1	37.8	138.4	77.6
1947 - Jan. - June ....	174.7	89.8	226.5	165.7	54.2	151.9	92.0
- July - Dec. ....	217.0	122.2	257.7	205.0	87.7	189.0	126.7

PERCENTAGE COMPOSITION

1941 - Half year average	60.2	21.7	18.1	100.0	60.6	39.4	100.0
1945 - July - Dec. ....	67.0	7.9	25.1	100.0	(not available)		
1946 - Jan. - June ....	66.1	8.7	25.2	100.0	36.4	63.6	100.0
- July - Dec. ....	65.3	9.2	25.5	100.0	38.2	61.8	100.0
1947 - Jan. - June ....	62.6	12.2	25.2	100.0	45.3	54.7	100.0
- July - Dec. ....	62.6	13.4	24.0	100.0	48.5	51.5	100.0



Table 2. - Consumer Credit - Department Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1942 - Jan. - June .....	106.7	77.7	103.2	102.5	61.7	60.6	61.3
- July - Dec. ....	127.4	94.6	117.2	121.6	62.9	80.9	70.3
1943 - Jan. - June .....	114.5	66.5	104.6	106.8	36.4	57.9	45.3
- July - Dec. ....	130.1	82.5	123.4	123.0	42.4	82.1	58.8
1944 - Jan. - June .....	125.5	65.7	108.6	115.1	29.2	61.6	42.6
- July - Dec. ....	147.4	84.0	133.3	137.0	39.8	90.1	60.5
1945 - Jan. - June .....	139.1	64.4	119.7	123.4	28.1	68.4	44.7
- July - Dec. ....	168.5	91.1	164.9	159.5	(not available)		
1946 - Jan. - June .....	150.1	83.7	173.5	146.2	34.8	128.7	70.7
- July - Dec. ....	192.7	123.7	223.8	189.6	54.9	191.8	107.3
1947 - Jan. - June .....	160.8	142.0	222.5	167.4	83.9	173.0	118.0
- July - Dec. ....	208.1	201.1	278.4	217.2	142.2	256.8	186.1

B. PERCENTAGE COMPOSITION

1941 - Half year average	75.1	10.9	14.0	100.0	61.7	38.3	100.0
1942 - Jan. - June .....	73.2	9.4	17.4	100.0	59.2	40.8	100.0
- July - Dec. ....	73.7	9.7	16.6	100.0	52.6	47.4	100.0
1943 - Jan. - June .....	75.3	7.8	16.9	100.0	47.2	52.8	100.0
- July - Dec. ....	74.3	8.4	17.3	100.0	42.4	57.6	100.0
1944 - Jan. - June .....	76.6	7.1	16.3	100.0	40.3	59.7	100.0
- July - Dec. ....	76.4	7.5	16.1	100.0	37.7	62.3	100.0
1945 - Jan. - June .....	77.4	6.4	16.2	100.0	35.9	64.1	100.0
- July - Dec. ....	79.3	6.2	14.5	100.0	(not available)		
1946 - Jan. - June .....	77.1	6.2	16.7	100.0	30.4	69.6	100.0
- July - Dec. ....	76.3	7.1	16.6	100.0	31.6	68.4	100.0
1947 - Jan. - June .....	72.1	9.2	18.7	100.0	43.9	56.1	100.0
- July - Dec. ....	71.9	10.1	18.0	100.0	47.2	52.8	100.0

Note - A revision in the series occurred after June 1945.

Table 2. (Cont'd) - Consumer Credit - Department Stores

C. SALES-RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING	
Date	Instalment	Charge	Instalment	Charge
1941 - Dec. 31 .....	1.1	2.3	164	78
1942 - June 30 .....	1.2	3.3	150	55
- Dec. 31 .....	1.5	2.8	120	64
1943 - June 30 .....	1.8	3.5	100	51
- Dec. 31 .....	1.9	2.9	95	62
1944 - June 30 .....	2.2	3.4	82	53
- Dec. 31 .....	2.0	2.9	90	62
1945 - June 30 .....	2.2	3.4	82	53
<hr/>				
- Dec. 31 .....		(not available)		
1946 - June 30 .....	2.6	3.0	69	60
- Dec. 31 .....	2.4	2.6	75	69
1947 - June 30 .....	1.8	2.9	100	62
- Dec. 31 .....	1.5	2.4	120	75

Note - A revision in the series occurred after June 1945.



Table 3. - Consumer Credit - Men's Clothing Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	176.8	11.0	109.7	158.7	(not available)		
1946 - Jan. - June ....	158.7	12.0	110.1	144.3	10.8	80.5	62.4
- July - Dec. ....	180.9	17.3	130.1	165.3	16.8	107.2	83.8
1947 - Jan. - June ....	164.8	33.3	147.9	155.6	22.7	117.6	92.7
- July - Dec. ....	201.6	39.3	164.2	188.0	51.7	142.7	118.8

B. PERCENTAGE COMPOSITION

1941 - Half year average	80.3	5.0	14.7	100.0	25.9	74.1	100.0
1945 - July - Dec. ....	89.5	0.3	10.2	100.0	(not available)		
1946 - Jan. - June ....	88.4	0.4	11.2	100.0	4.5	95.5	100.0
- July - Dec. ....	87.9	0.5	11.6	100.0	5.2	94.8	100.0
1947 - Jan. - June ....	85.6	1.1	13.3	100.0	6.4	93.6	100.0
- July - Dec. ....	86.7	1.1	12.2	100.0	11.4	88.6	100.0

C. SALES - RECEIVABLES RATIO

DAYS CREDIT OUTSTANDING

Date	Instalment	Charge	Instalment	Charge
1941 - Dec. 31.....	2.3	2.4	78	75
1946 - June 30 .....	2.6	3.2	69	56
- Dec. 31 .....	2.4	2.9	75	62
1947 - June 30 .....	3.7	3.1	49	58
- Dec. 31 .....	1.9	2.8	95	64

Table 4. - Consumer Credit - Women's Clothing Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	168.2	67.6	189.8	163.4	(not available)		
1946 - Jan. - June ....	160.7	62.1	193.1	157.6	29.0	123.6	87.5
- July - Dec. ....	190.6	71.8	211.5	184.3	44.1	170.3	122.1
1947 - Jan. - June ....	174.2	62.8	235.7	175.0	35.3	168.6	122.2
- July - Dec. ....	205.0	77.0	266.8	204.5	65.4	238.9	178.5

B. PERCENTAGE COMPOSITION

1941 - Half year average	78.8	7.7	13.5	100.0	38.2	61.8	100.0
1945 - July - Dec. ....	81.1	3.2	15.7	100.0	(not available)		
1946 - Jan. - June ....	80.4	3.0	16.6	100.0	12.7	87.3	100.0
- July - Dec. ....	81.5	3.0	15.5	100.0	13.8	86.2	100.0
1947 - Jan. - June ....	76.7	2.8	20.5	100.0	10.1	89.9	100.0
- July - Dec. ....	77.2	2.9	19.9	100.0	12.7	87.3	100.0

C. SALES - RECEIVABLES RATIO

Date	Instalment		Charge		DAYS CREDIT OUTSTANDING	
	Instalment	Charge	Instalment	Charge	Instalment	Charge
1941 - Dec. 31 .....	2.1	2.3	86	78		
1946 - June 30 .....	4.6	3.7	39	49		
- Dec. 31 .....	3.5	2.9	51	62		
1947 - June 30 .....	3.8	3.2	47	56		
- Dec. 31 .....	2.5	2.6	72	69		

Table 5. - Consumer Credit - Family Clothing Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	197.2	62.1	173.7	169.8	(not available)		
1946 - Jan. - June ....	182.4	54.4	163.6	156.9	32.6	101.0	58.2
- July - Dec. ....	217.3	77.4	198.8	189.8	50.6	135.1	82.3
1947 - Jan. - June ....	187.3	93.7	182.4	170.7	60.2	126.0	85.8
- July - Dec. ....	226.3	113.7	224.3	206.9	85.2	167.0	116.9

B. PERCENTAGE COMPOSITION

1941 - Half year average	67.5	17.8	14.7	100.0	62.6	37.4	100.0
1945 - July - Dec. ....	78.4	6.5	15.1	100.0	(not available)		
1946 - Jan. - June ....	78.5	6.1	15.4	100.0	35.0	65.0	100.0
- July - Dec. ....	77.3	7.3	15.4	100.0	38.5	61.5	100.0
1947 - Jan. - June ....	74.7	9.3	16.0	100.0	42.9	57.1	100.0
- July - Dec. ....	74.5	9.3	16.2	100.0	44.6	55.4	100.0

C. SALES - RECEIVABLES RATIO

Date	SALES - RECEIVABLES RATIO		DAYS CREDIT OUTSTANDING	
	Instalment	Charge	Instalment	Charge
1941 - Dec. 31 .....	1.2	1.7	150	106
1946 - June 30 .....	2.1	2.8	86	64
- Dec. 31 .....	1.9	2.5	95	72
1947 - June 30 .....	2.0	2.6	90	69
- Dec. 31 .....	1.7	2.4	106	75



Table 6. - Consumer Credit - Furriers

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	239.4	170.2	248.9	208.7	(not available)		
1946 - Jan. - June ....	134.9	79.5	136.1	109.0	62.6	128.5	77.7
- July - Dec. ....	275.3	199.8	285.4	241.8	92.5	131.3	101.4
1947 - Jan. - June ....	147.6	104.9	186.4	133.8	92.2	191.8	113.4
- July - Dec. ....	285.4	243.4	320.5	271.3	138.5	210.1	153.7

B. PERCENTAGE COMPOSITION

1941 - Half year average	32.2	47.2	20.6	100.0	77.1	22.9	100.0
1945 - July - Dec. ....	36.9	38.5	24.6	100.0	(not available)		
1946 - Jan. - June ....	39.9	34.4	25.7	100.0	62.1	37.9	100.0
- July - Dec. ....	36.7	39.0	24.3	100.0	70.3	29.7	100.0
1947 - Jan. - June ....	34.8	38.8	26.4	100.0	64.0	36.0	100.0
- July - Dec. ....	33.2	44.4	22.4	100.0	70.9	29.1	100.0

C. SALES - RECEIVABLES RATIO

Date	SALES - RECEIVABLES RATIO		DAYS CREDIT OUTSTANDING	
	Instalment	Charge	Instalment	Charge
1941 - Dec. 31 .....	1.1	1.6	164	113
1946 - June 30 .....	1.4	1.7	129	106
- Dec. 31 .....	2.4	3.5	75	51
1947 - June 30 .....	1.3	1.6	138	113
- Dec. 31 .....	2.0	2.5	90	72

Table 7. - Consumer Credit - Household Appliance and Radio Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	146.6	26.2	132.0	92.9	(not available)		
1946 - Jan. - June ....	200.7	38.5	186.8	129.6	10.3	75.9	20.9
- July - Dec. ....	259.8	58.6	226.0	168.2	15.6	102.4	29.7
1947 - Jan. - June ....	261.0	92.6	269.5	179.2	24.8	135.6	38.7
- July - Dec. ....	298.8	122.8	334.4	217.8	43.2	177.8	60.1

B. PERCENTAGE COMPOSITION

1941 - Half year average	37.6	42.1	20.3	100.0	83.8	16.2	100.0
1945 - July - Dec. ....	59.2	11.9	28.9	100.0	(not available)		
1946 - Jan. - June ....	58.2	12.5	29.3	100.0	41.2	58.8	100.0
- July - Dec. ....	58.0	14.7	27.3	100.0	44.2	55.8	100.0
1947 - Jan. - June ....	48.9	25.6	25.5	100.0	56.0	44.0	100.0
- July - Dec. ....	46.1	27.9	26.0	100.0	62.9	37.1	100.0

C. SALES - RECEIVABLES RATIO

Date	C. SALES - RECEIVABLES RATIO		DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC. Percent of Instalment Sales
	Instal- ment	Charge	Instal- ment	Charge	
1941 - Dec. 31 ...	0.8	1.9	225	95	(not available)
1946 - June 30 ...	2.8	4.7	64	38	9.7
- Dec. 31 ...	2.8	4.2	64	43	6.3
1947 - June 30 ...	3.2	4.1	56	44	7.3
- Dec. 31 ...	2.4	3.8	75	47	8.5

Table 8. - Consumer Credit - Furniture Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total	Instal-ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	250.8	70.9	150.9	120.8	(not available)		
1946 - Jan. - June ....	295.6	80.0	216.0	145.9	25.3	61.4	29.2
- July - Dec. ....	340.2	80.1	234.0	158.1	25.1	61.0	29.0
1947 - Jan. - June ....	292.3	111.6	207.0	164.3	44.7	66.1	47.2
- July - Dec. ....	323.4	129.5	206.5	182.2	64.7	76.2	66.1

B. PERCENTAGE COMPOSITION

1941 - Half year average	21.0	63.8	15.2	100.0	89.1	10.9	100.0
1945 - July - Dec. ....	43.5	37.5	19.0	100.0	(not available)		
1946 - Jan. - June ....	42.4	35.0	22.6	100.0	77.1	22.9	100.0
- July - Dec. ....	45.1	32.3	22.6	100.0	77.1	22.9	100.0
1947 - Jan. - June ....	37.3	43.1	19.6	100.0	83.9	16.1	100.0
- July - Dec. ....	37.2	45.1	17.7	100.0	86.7	13.3	100.0

C. SALES - RECEIVABLES RATIO

Date	Instal-ment		DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC. Percent of Instalment Sales
	Instal-ment	Charge	Instal-ment	Charge	
1941 - Dec. 31 ...	0.8	1.3	225	139	(not available)
1946 - June 30 ...	2.4	4.7	75	38	0.5
- Dec. 31 ...	2.4	4.9	75	37	0.6
1947 - June 30 ...	1.8	4.4	100	41	1.1
- Dec. 31 ...	1.5	3.8	120	47	1.4



Table 9. - Consumer Credit - Hardware Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	193.8	36.6	157.1	174.4	(not available)		
1946 - Jan. - June ....	194.8	45.2	169.8	179.6	19.1	111.9	100.9
- July - Dec. ....	235.3	60.0	183.1	210.1	25.3	107.4	97.6
1947 - Jan. - June ....	206.1	42.7	200.1	194.7	25.9	141.2	125.5
- July - Dec. ....	251.1	58.1	225.6	232.0	38.0	143.3	129.0

B. PERCENTAGE COMPOSITION

1941 - Half year average	62.8	4.8	32.4	100.0	11.9	88.1	100.0
1945 - July - Dec. ....	69.8	1.0	29.2	100.0	(not available)		
1946 - Jan. - June ....	68.2	1.2	30.6	100.0	2.3	97.7	100.0
- July - Dec. ....	70.4	1.4	28.2	100.0	3.1	96.9	100.0
1947 - Jan. - June ....	67.2	1.3	31.5	100.0	2.8	97.2	100.0
- July - Dec. ....	68.7	1.5	29.8	100.0	4.0	96.0	100.0

C. SALES - RECEIVABLES RATIO

DAYS CREDIT OUTSTANDING

Date	Instalment	Charge	Instalment	Charge
1941 - Dec. 31 .....	1.8	1.7	100	106
1946 - June 30 .....	4.3	2.6	42	69
- Dec. 31 .....	4.3	2.9	42	62
1947 - June 30 .....	3.4	2.4	53	75
- Dec. 31 .....	3.2	2.7	56	67

Table 10. - Consumer Credit - Jewellery Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	231.2	80.6	149.8	177.9	(not available)		
1946 - Jan. - June ....	166.3	61.8	119.2	131.3	39.0	101.8	60.7
- July - Dec. ....	247.8	97.2	179.8	197.3	60.6	170.4	98.6
1947 - Jan. - June ....	141.4	87.5	113.2	121.6	68.7	90.6	75.8
- July - Dec. ....	224.1	189.1	180.2	206.0	155.0	210.1	172.9

B. PERCENTAGE COMPOSITION

1941 - Half year average	55.0	24.1	20.9	100.0	65.5	34.5	100.0
1945 - July - Dec. ....	71.5	10.9	17.6	100.0	(not available)		
1946 - Jan. - June ....	69.7	11.4	18.9	100.0	42.1	57.9	100.0
- July - Dec. ....	69.1	11.9	19.0	100.0	40.3	59.7	100.0
1947 - Jan. - June ....	62.2	18.6	19.2	100.0	61.2	38.8	100.0
- July - Dec. ....	58.2	23.8	18.0	100.0	60.5	39.5	100.0

C. SALES - RECEIVABLES RATIO

Date	Instalment		DAYS CREDIT OUTSTANDING	
	Instalment	Charge	Instalment	Charge
1941 - Dec. 31 .....	1.4	2.2	129	82
1946 - June 30 .....	2.2	2.6	82	69
- Dec. 31 .....	2.2	2.3	82	78
1947 - June 30 .....	1.7	2.8	106	64
- Dec. 31 .....	1.7	1.9	106	95

Table 11. - Consumer Credit - Motor Vehicle Dealers

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	51.4	6.8	107.5	48.6	(not available)		
1946 - Jan. - June ....	85.9	21.3	159.3	80.1	47.4	143.5	126.1
- July - Dec. ....	113.9	30.7	237.0	113.1	69.8	131.3	120.1
1947 - Jan. - June ....	170.6	57.3	299.2	159.9	73.9	175.1	157.3
- July - Dec. ....	195.0	72.9	317.1	179.7	80.0	178.6	161.2

B. PERCENTAGE COMPOSITION

1941 - Half year average	41.2	35.5	23.3	100.0	18.2	81.8	100.0
1945 - July - Dec. ....	43.5	5.0	51.5	100.0	(not available)		
1946 - Jan. - June ....	44.2	9.4	46.4	100.0	6.8	93.2	100.0
- July - Dec. ....	41.5	9.6	48.9	100.0	10.5	89.5	100.0
1947 - Jan. - June ....	44.8	12.6	42.6	100.0	8.3	91.7	100.0
- July - Dec. ....	45.6	14.3	40.1	100.0	8.7	91.3	100.0

C. INSTALLMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1946 - June 30 .....	53.9
- Dec. 31 .....	54.7
1947 - June 30 .....	58.5
- Dec. 31 .....	59.3



## Notes on Method

### The Sample

The three surveys on retail consumer credit conducted by the Wartime Prices and Trade Board from 1943 to 1945 covered department, clothing, furniture and jewellery stores. The sample used consisted of stores having a significant amount of credit business and ranged in number for all types from some 500 in the first to 444 stores in the last survey which carried the trends in consumer credit to June 30, 1945.

To this sample, a new group of about 1100 stores was added for the present series. These were selected to:

- (1) Provide enough clothing stores to allow separate tabulations for men's, women's and family clothing stores.
- (2) Augment the survey to include automobile dealers, household appliance and radio stores, and hardware stores.
- (3) Balance the predominately credit sample formerly used to result in a cash-credit ratio closely conforming to the 1941 Census ratios in the respective trades.

Both independent and chain organizations have been included in the sample. The 1941 sales of the sample follow very closely the provincial distribution of total sales for the respective trades as obtained from the 1941 Census. A check on the size of business distribution shows a trend toward larger businesses in the sample. This would be expected as smaller businesses on the average extend less credit and are less able to provide the information required.

### Method of Tabulation

For all new firms added to the original Wartime Prices and Trade Board sample, 1941 figures on sales and receivables were obtained from the 1941 Census records. These were available only for the full year as to sales and December 31, 1941 for accounts receivable. The 1941 base for subsequent half-year periods was therefore obtained by merely dividing 1941 sales by two and taking the amounts outstanding at December 31, 1941 as the base for indexes on receivables for later periods.

The 1946 schedule requested information on cash, instalment, charge and total sales for the two half-year periods of that year and for the last six months of 1945. Instalment and charge receivables were requested for the dates on June 30 and December 31, 1946 only. The 1947 schedule covered the same items for the two half year periods of that year.

Since some firms did not report or could not furnish a proper breakdown for all periods, the sample used in the tabulation of the 1946 and the 1947 results varies to a slight degree. In each case, however, the 1941 half year average of the reporting firms forms the base for indexes of sales and the December 31, 1941 figure on receivables the base for indexes of receivables for the respective periods. The indexes and composition percentages were obtained from the aggregate dollar volume of all usable firms in each kind of business for the different items of sales and receivables.

The two types of credit receivables were divided into their respective credit sales to obtain the sales-receivables ratios. These ratios were then divided into 180 days (six 30 day months) to arrive at the average period for repayment of the respective credit purchases.

The combined trades totals were obtained by weighting the indexes or composition percentages of the different items by the weight of the respective type of sale or receivable for each kind of business as shown in the 1941 Census results. For instance, the sales of men's clothing stores in the 1941 Census formed 5.1% of the sales of the ten trades. This weight was applied to the men's clothing total sales indexes for all subsequent periods under review. The other kinds of business weights, in relation to the total for the ten trades, were applied to their respective total sales indexes. The sum of the results for each period was merely divided by 100 to obtain the weighted index. Cash, instalment, and charge sales likewise had their own weights, taken from the 1941 Census. Men's clothing total sales weight was 5.9; cash sales was 6.3; instalment 1.5; and charge 4.7.

The department store sample changed so little from the Wartime Prices and Trade Board sample that the series is shown from 1941 to the end of 1947. A break mid-way through 1945 designates the slight change in coverage.

Other store types not included in this study but which have significant amounts of credit sales, largely charge accounts, include food stores, country general stores, coal and wood distributors, lumber and building material dealers. These have been excluded at present because of the greater interest in instalment credit dealing, which is less predominant than charge trading in these store types.









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MERCHANDISING FILE

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**DOMINION BUREAU OF STATISTICS**

**MERCHANDISING AND SERVICES STATISTICS**

**OTTAWA, CANADA**



**RETAIL CONSUMER CREDIT**

Government  
Publications

**JULY 1945 - JUNE 1948**







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DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES STATISTICS  
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16-1120

## RETAIL CONSUMER CREDIT

JULY 1945 TO JUNE 1948

### The Trend From 1947

In each of the ten retail trades surveyed, total accounts receivable at the end of June 1948 were greater than at the end of June 1947, ranging from a very slight increase in hardware stores to one of approximately 86 per cent in household appliance and radio stores.

The recent trends of greater credit buying and reduced cash purchasing were continued in the first half of 1948. Per cent of sales which were on a cash basis fell from 62.6 per cent in the first half of 1947 to 60.5 per cent in the first half of 1948. With the exception of one trade, furriers, the proportion of cash sales to total sales was reduced during the first half of 1948 from the same period in 1947 in all lines surveyed.

A comparison of the indexes of credit sales between the first half of 1947 and 1948 reveals a marked gain in charge sales of department stores (from 222.5 to 275.0) while their instalment sales gained 19.2 points. Household appliance and radio stores showed the greatest instalment sale increase with jewellery next. The only decline in credit indexes from 1947 were in instalment sales of furriers and charge sales of furniture stores.

With no previous figures available on a quarterly basis as regards credit purchasing in the various trades, analysis of the quarterly trends at present should be made with caution. The results of this study are illustrated in greater detail in the charts and tables following.

Change in Period of Reporting from Half to Quarter Year Period

This report contains sales and receivables indexes (average half-year 1941=100) for the period July 1945 to June 1948, by half years, and for the first two quarters of 1948. Beginning in 1948 the survey was compiled on a quarterly basis and this bulletin carries the trends up to June 30, 1948. The first three months represent a coverage comparable to the 1947 results while the second quarter figures are preliminary and will be finalized in the next quarterly report.

To show a figure comparable to 1947, the two quarters of 1948 were combined to produce sales indexes and percentages of sales composition for the first six months of 1948. While this figure will be slightly revised in the next quarterly bulletin to the extent that the second quarter will be revised, it is considered quite comparable to the results of the first half of 1947. No adjustment to the quarterly figures has been made to take into account the effect of seasonal variation. As in the initial bulletin, the base for sales indexes is 1941. With only a full year's figure available for that year, the base for sales in the current quarters is obtained by dividing the 1941 figure by 4. The base for accounts receivable is the amount outstanding on the books of the sample firms at December 31, 1941.

With a three month period of sales as against previous six months, the sales-receivable ratio is only half what it would be if continued on a half-year basis. Days credit outstanding, however, is directly comparable to previous dates, because a 90 day factor was used in place of the 180 days used in the previous half-year periods.

It was found necessary to revise furniture store indexes recently published, (P. 12) and this resulted in a slight shift in the indexes for the ten combined trades.

# RETAIL CONSUMER CREDIT INDEXES OF SALES AND RECEIVABLES

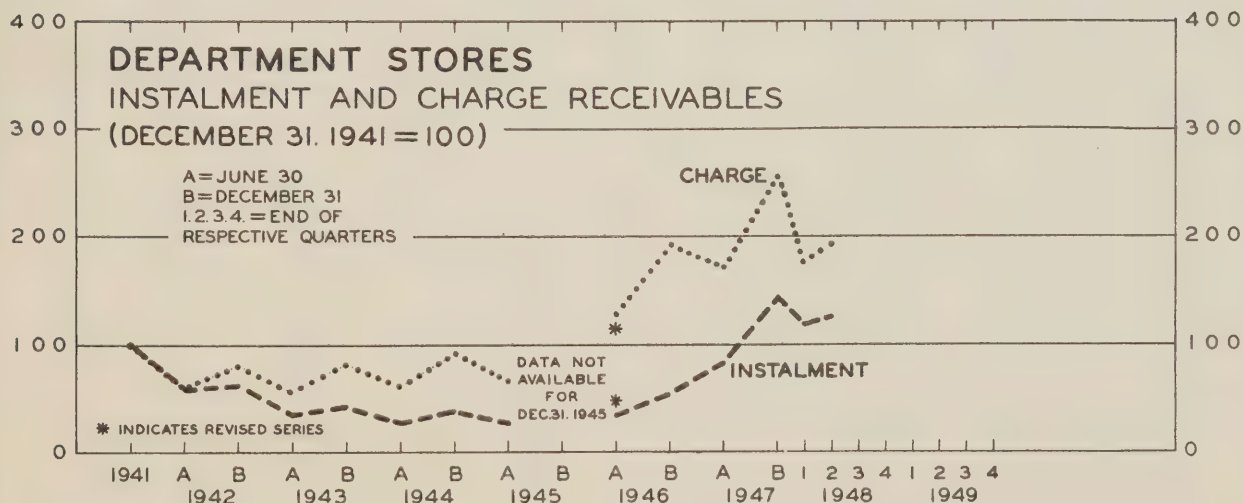
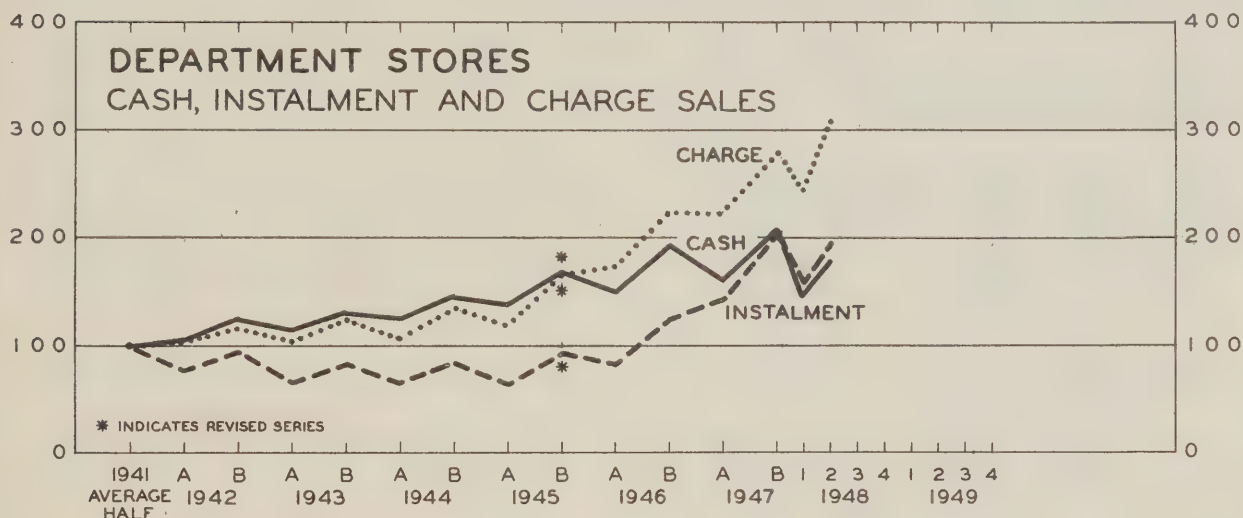
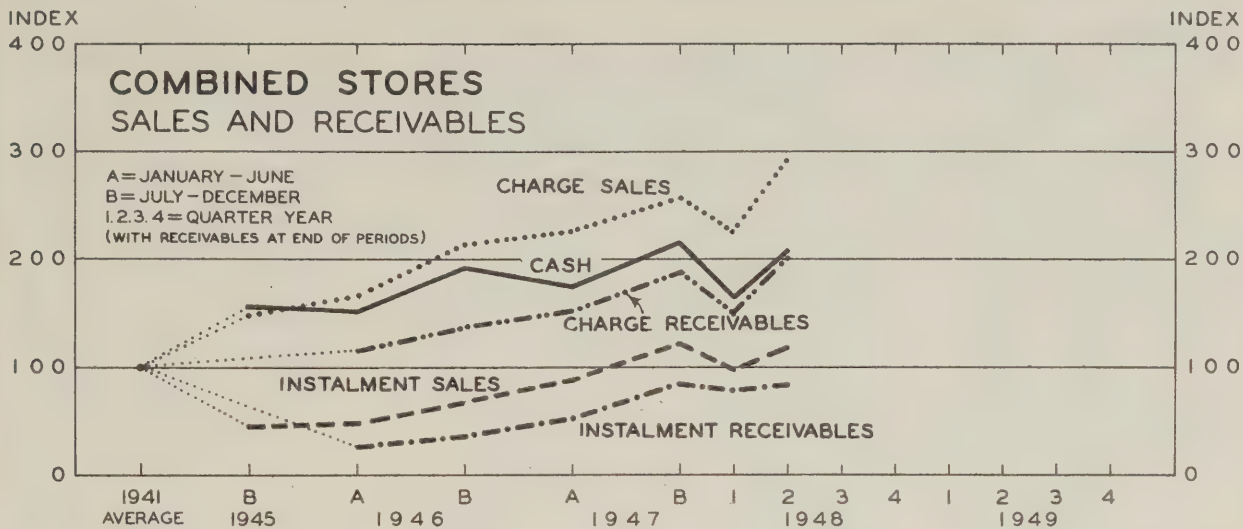




Table 1. - Consumer Credit - Combined Trades

INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	156.6	45.9	148.4	131.8	(not available)		
1946 - Jan. - June ....	151.0	49.6	165.8	132.2	26.9	116.8	62.5
- July - Dec. ....	191.3	69.0	212.7	169.7	37.6	138.4	77.5
1947 - Jan. - June ....	174.6	89.2	226.1	165.4	53.6	151.8	91.5
- July - Dec. ....	216.9	121.5	257.4	204.7	86.6	188.8	126.0
1948 - Jan. - June ....	184.7	108.9	255.7	180.1	85.5	200.4	129.7
- Quarter Year:							
Jan. - Mar. ...	163.9	99.8	226.5	161.6	79.4	150.7	107.7
Apr. - June ...	208.6	119.4	291.7	201.5	85.5	200.4	129.7

PERCENTAGE COMPOSITION

1941 - Half year average	60.2	21.7	18.1	100.0	60.6	39.4	100.0
1945 - July - Dec. ....	67.1	7.9	25.0	100.0	(not available)		
1946 - Jan. - June ....	66.1	8.7	25.2	100.0	36.3	63.7	100.0
- July - Dec. ....	65.3	9.2	25.5	100.0	38.1	61.9	100.0
1947 - Jan. - June ....	62.6	12.2	25.2	100.0	45.2	54.8	100.0
- July - Dec. ....	62.6	13.4	24.0	100.0	48.4	51.6	100.0
1948 - Jan. - June ....	60.5	13.8	25.7	100.0	49.4	50.6	100.0
- Quarter Year:							
Jan. - Mar. ...	59.7	13.9	26.4	100.0	51.2	48.8	100.0
Apr. - June ...	61.4	13.8	24.8	100.0	49.4	50.6	100.0

Table 2. - Consumer Credit - Department Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1942 - Jan. - June .....	106.7	77.7	103.2	102.5	61.7	60.6	61.3
- July - Dec. ....	127.4	94.6	117.2	121.6	62.9	80.9	70.3
1943 - Jan. - June .....	114.5	66.5	104.6	106.8	36.4	57.9	45.3
- July - Dec. ....	130.1	82.5	123.4	123.0	42.4	82.1	58.8
1944 - Jan. - June .....	125.5	65.7	108.6	115.1	29.2	61.6	42.6
- July - Dec. ....	147.4	84.0	133.3	137.0	39.8	90.1	60.5
1945 - Jan. - June .....	139.1	64.4	119.7	123.4	28.1	68.4	44.7
- July - Dec. ....	168.5	91.1	164.9	159.5	(not available)		
1946 - Jan. - June .....	150.1	83.7	173.5	146.2	34.8	128.7	70.7
- July - Dec. ....	192.7	123.7	223.8	189.6	54.9	191.8	107.3
1947 - Jan. - June .....	160.8	142.0	222.5	167.4	83.9	173.0	118.0
- July - Dec. ....	208.1	201.1	278.4	217.2	142.2	256.8	186.1
1948 - Jan. - June .....	175.9	161.2	275.0	187.7	125.5	192.4	150.6
- Quarter Year:							
Jan. - Mar. ...	157.1	145.4	244.0	167.6	118.5	175.3	140.4
Apr. - June ...	195.6	177.5	307.6	208.6	125.5	192.4	150.6

B. PERCENTAGE COMPOSITION

1941 - Half year average	75.1	10.9	14.0	100.0	61.7	38.3	100.0
1942 - Jan. - June .....	73.2	9.4	17.4	100.0	59.2	40.8	100.0
- July - Dec. ....	73.7	9.7	16.6	100.0	52.6	47.4	100.0
1943 - Jan. - June .....	75.3	7.8	16.9	100.0	47.2	52.8	100.0
- July - Dec. ....	74.3	8.4	17.3	100.0	42.4	57.6	100.0
1944 - Jan. - June .....	76.6	7.1	16.3	100.0	40.3	59.7	100.0
- July - Dec. ....	76.4	7.5	16.1	100.0	37.7	62.3	100.0
1945 - Jan. - June .....	77.4	6.4	16.2	100.0	35.9	64.1	100.0
- July - Dec. ....	79.3	6.2	14.5	100.0	(not available)		
1946 - Jan. - June .....	77.1	6.2	16.7	100.0	30.4	69.6	100.0
- July - Dec. ....	76.3	7.1	16.6	100.0	31.6	68.4	100.0
1947 - Jan. - June .....	72.1	9.2	18.7	100.0	43.9	56.1	100.0
- July - Dec. ....	71.9	10.1	18.0	100.0	47.2	52.8	100.0
1948 - Jan. - June .....	70.0	10.0	20.0	100.0	52.0	48.0	100.0
- Quarter Year ....							
Jan. - Mar. ...	70.1	10.1	19.8	100.0	51.9	48.1	100.0
Apr. - June ...	70.0	10.0	20.0	100.0	52.0	48.0	100.0

Note - A revision in the series occurred after June 1945.

Table 2. (Cont'd) - Consumer Credit - Department Stores

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 ....	6.2	1.1	2.3	164	78
1942 - June 30 ....	7.8	1.2	3.3	150	55
- Dec. 31 ....	8.1	1.5	2.8	120	64
1943 - June 30 ....	11.0	1.8	3.5	100	51
- Dec. 31 ....	9.8	1.9	2.9	95	62
1944 - June 30 ....	12.7	2.2	3.4	82	53
- Dec. 31 ....	10.6	2.0	2.9	90	62
1945 - June 30 ....	12.9	2.2	3.4	82	53
- Dec. 31 ....	(not available)				
1946 - June 30 ....	12.7	2.6	3.0	69	60
- Dec. 31 ....	10.8	2.4	2.6	75	69
1947 - June 30 ....	8.7	1.8	2.9	100	62
- Dec. 31 ....	7.2	1.5	2.4	120	75
1948 - June 30 ....	6.9	1.3	2.9	138	62
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 ....	3.3	0.6	1.3	150	69
- June 30 ....	3.8	0.7	1.6	129	56

Note - A revision in the series occurred after June 1945.



Table 3. - Consumer Credit - Men's Clothing Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total	Instal-ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	176.8	11.0	109.7	158.7	(not available)		
1946 - Jan. - June ....	158.7	12.0	110.1	144.3	10.8	80.5	62.4
- July - Dec. ....	180.9	17.3	130.1	165.3	16.8	107.2	83.8
1947 - Jan. - June ....	164.8	33.3	147.9	155.6	22.7	117.6	92.7
- July - Dec. ....	201.6	39.3	164.2	188.0	51.7	142.7	118.8
1948 - Jan. - June ....	186.1	61.6	179.4	178.4	75.7	162.0	137.6
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	170.9	55.0	148.2	161.4	72.9	134.6	117.8
- Apr. - June ...	202.8	68.5	214.7	197.1	75.7	162.0	137.6

B. PERCENTAGE COMPOSITION

1941 - Half year average	80.3	5.0	14.7	100.0	25.9	74.1	100.0
1945 - July - Dec. ....	89.5	0.3	10.2	100.0	(not available)		
1946 - Jan. - June ....	88.4	0.4	11.2	100.0	4.5	95.5	100.0
- July - Dec. ....	87.9	0.5	11.6	100.0	5.2	94.8	100.0
1947 - Jan. - June ....	85.6	1.1	13.3	100.0	6.4	93.6	100.0
- July - Dec. ....	86.7	1.1	12.2	100.0	11.4	88.6	100.0
1948 - Jan. - June ....	83.6	1.9	14.5	100.0	15.6	84.4	100.0
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	84.7	1.8	13.5	100.0	16.9	83.1	100.0
- Apr. - June ...	82.6	1.9	15.5	100.0	15.6	84.4	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal-ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 ....	12.0	2.3	2.4	78	75
1946 - June 30 ....	27.6	2.6	3.2	69	56
- Dec. 31 ....	23.6	2.4	2.9	75	62
1947 - June 30 ....	21.7	3.7	3.1	49	58
- Dec. 31 ....	20.4	1.9	2.8	95	64
1948 - June 30 ....	16.0	2.0	2.8	90	64
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 ....	8.4	0.9	1.4	100	64
- June 30 ....	8.8	1.1	1.6	82	56

Table 4. - Consumer Credit - Women's Clothing Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	168.2	67.6	189.8	163.4	(not available)		
1946 - Jan. - June ....	160.7	62.1	193.1	157.6	29.0	123.6	87.5
- July - Dec. ....	190.6	71.8	211.5	184.3	44.1	170.3	122.1
1947 - Jan. - June ....	174.2	62.8	235.7	175.0	35.3	168.6	122.2
- July - Dec. ....	205.0	77.0	266.8	204.5	65.4	238.9	178.5
1948 - Jan. - June ....	183.0	79.2	268.8	188.6	59.2	209.5	159.5
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	163.4	74.3	250.7	170.4	60.9	226.8	171.7
- Apr. - June ...	205.1	84.8	289.3	209.2	59.2	209.5	159.5

B. PERCENTAGE COMPOSITION

1941 - Half year average	78.8	7.7	13.5	100.0	38.2	61.8	100.0
1945 - July - Dec. ....	81.1	3.2	15.7	100.0	(not available)		
1946 - Jan. - June ....	80.4	3.0	16.6	100.0	12.7	87.3	100.0
- July - Dec. ....	81.5	3.0	15.5	100.0	13.8	86.2	100.0
1947 - Jan. - June ....	76.7	2.8	20.5	100.0	10.1	89.9	100.0
- July - Dec. ....	77.2	2.9	19.9	100.0	12.7	87.3	100.0
1948 - Jan. - June ....	74.9	3.1	22.0	100.0	12.3	87.7	100.0
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	74.0	3.2	22.8	100.0	11.8	88.2	100.0
- Apr. - June ...	75.7	3.0	21.3	100.0	12.3	87.7	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 ....	10.7	2.1	2.3	86	78
1946 - June 30 ....	19.3	4.6	3.7	39	49
- Dec. 31 ....	16.2	3.5	2.9	51	62
1947 - June 30 ....	14.0	3.8	3.2	47	56
- Dec. 31 ....	11.2	2.5	2.6	72	69
1948 - June 30 ....	12.2	3.0	3.0	60	60
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 ....	5.0	1.4	1.3	64	69
- June 30 ....	6.7	1.6	1.6	56	56

Table 5. - Consumer Credit - Family Clothing Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	197.2	62.1	173.7	169.8	(not available)		
1946 - Jan. - June ....	182.4	54.4	163.6	156.9	32.6	101.0	58.2
- July - Dec. ....	217.3	77.4	198.8	189.8	50.6	135.1	82.3
1947 - Jan. - June ....	187.3	93.7	182.4	170.7	60.2	126.0	85.8
- July - Dec. ....	226.3	113.7	224.3	206.9	85.2	167.0	116.9
1948 - Jan. - June ....	184.6	118.5	195.8	176.1	80.1	159.5	115.3
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	159.0	103.9	173.3	152.2	76.3	139.8	102.9
- Apr. - June ...	214.2	137.8	220.2	204.0	80.1	159.5	115.3

B. PERCENTAGE COMPOSITION

1941 - Half year average	67.5	17.8	14.7	100.0	62.6	37.4	100.0
1945 - July - Dec. ....	78.4	6.5	15.1	100.0	(not available)		
1946 - Jan. - June ....	78.5	6.1	15.4	100.0	35.0	65.0	100.0
- July - Dec. ....	77.3	7.3	15.4	100.0	38.5	61.5	100.0
1947 - Jan. - June ....	74.7	9.3	16.0	100.0	42.9	57.1	100.0
- July - Dec. ....	74.5	9.3	16.2	100.0	44.6	55.4	100.0
1948 - Jan. - June ....	70.7	10.6	18.7	100.0	38.7	61.3	100.0
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	70.2	11.3	18.5	100.0	43.2	56.8	100.0
- Apr. - June ...	71.1	10.0	18.9	100.0	38.7	61.3	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 ....	4.4	1.2	1.7	150	106
1946 - June 30 ....	11.8	2.1	2.8	86	64
- Dec. 31 ....	10.1	1.9	2.5	95	72
1947 - June 30 ....	9.4	2.0	2.6	90	69
- Dec. 31 ....	8.3	1.7	2.4	106	75
1948 - June 30 ....	6.8	1.8	2.2	100	82
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 ....	3.3	0.9	1.1	100	82
- June 30 ....	4.0	1.0	1.2	90	75



Table 6. - Consumer Credit - Furriers

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total	Instal-ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	239.4	170.2	248.9	208.7	(not available)		
1946 - Jan. - June ....	134.9	79.5	136.1	109.0	62.6	128.5	77.7
- July - Dec. ....	275.3	199.8	285.4	241.8	92.5	131.3	101.4
1947 - Jan. - June ....	147.6	104.9	186.4	133.8	92.2	191.8	113.4
- July - Dec. ....	285.4	243.4	320.5	271.3	138.5	210.1	153.7
1948 - Jan. - June ....	150.2	101.9	204.3	140.4	88.4	213.8	124.4
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	193.2	139.1	198.1	168.8	118.2	140.1	123.4
- Apr. - June ...	103.6	56.5	210.2	108.9	88.4	213.8	124.4

B. PERCENTAGE COMPOSITION

1941 - Half year average	32.2	47.2	20.6	100.0	77.1	22.9	100.0
1945 - July - Dec. ....	36.9	38.5	24.6	100.0	(not available)		
1946 - Jan. - June ....	39.9	34.4	25.7	100.0	62.1	37.9	100.0
- July - Dec. ....	36.7	39.0	24.3	100.0	70.3	29.7	100.0
1947 - Jan. - June ....	34.8	38.8	26.4	100.0	64.0	36.0	100.0
- July - Dec. ....	33.2	44.4	22.4	100.0	70.9	29.1	100.0
1948 - Jan. - June ....	35.3	32.7	32.0	100.0	50.7	49.3	100.0
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	37.4	38.8	23.8	100.0	72.9	27.1	100.0
- Apr. - June ...	31.8	22.2	46.0	100.0	50.7	49.3	100.0

C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal-ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 ....	1.8	1.1	1.6	164	113
1946 - June 30 ....	2.5	1.4	1.7	129	106
- Dec. 31 ....	4.3	2.4	3.5	75	51
1947 - June 30 ....	2.2	1.3	1.6	138	113
- Dec. 31 ....	3.3	2.0	2.5	90	72
1948 - June 30 ....	2.2	1.4	1.6	129	113
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 ....	1.3	0.7	1.2	129	75
- June 30 ....	0.9	0.4	0.8	225	113

Table 7. - Consumer Credit - Household Appliance and Radio Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	146.6	26.2	132.0	92.9	(not available)		
1946 - Jan. - June ....	200.7	38.5	186.8	129.6	10.3	75.9	20.9
- July - Dec. ....	259.8	58.6	226.0	168.2	15.6	102.4	29.7
1947 - Jan. - June ....	261.0	92.6	269.5	179.2	24.8	135.6	38.7
- July - Dec. ....	298.8	122.8	334.4	217.8	43.2	177.8	60.1
1948 - Jan. - June ....	268.6	129.3	303.2	205.4	54.3	185.2	71.9
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	261.4	119.4	268.8	191.7	50.4	109.7	60.2
- Apr. - June ...	276.3	140.4	342.0	220.5	54.3	185.2	71.9

B. PERCENTAGE COMPOSITION

1941 - Half year average	37.6	42.1	20.3	100.0	83.8	16.2	100.0
1945 - July - Dec. ....	59.2	11.9	28.9	100.0	(not available)		
1946 - Jan. - June ....	58.2	12.5	29.3	100.0	41.2	58.8	100.0
- July - Dec. ....	58.0	14.7	27.3	100.0	44.2	55.8	100.0
1947 - Jan. - June ....	48.9	25.6	25.5	100.0	56.0	44.0	100.0
- July - Dec. ....	46.1	27.9	26.0	100.0	62.9	37.1	100.0
1948 - Jan. - June ....	43.4	31.3	25.3	100.0	65.4	34.6	100.0
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	44.6	31.2	24.2	100.0	70.0	30.0	100.0
- Apr. - June ...	42.3	31.4	26.3	100.0	65.4	34.6	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
<u>Six month sales to receivables at:</u>						
1941 - Dec. 31 ....	1.5	0.8	1.9	225	95	(not available)
1946 - June 30 ....	9.3	2.8	4.7	64	38	9.7
- Dec. 31 ....	8.5	2.8	4.2	64	43	6.3
1947 - June 30 ....	7.0	3.2	4.1	56	44	7.3
- Dec. 31 ....	5.5	2.4	3.8	75	47	8.5
1948 - June 30 ....	4.7	2.2	3.4	82	53	16.3
<u>Three month sales to receivables at:</u>						
1948 - Mar. 31 ....	2.5	1.1	2.0	82	45	16.5
- June 30 ....	2.5	1.2	1.9	75	47	16.1

Table 8. - Consumer Credit - Furniture Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total	Instal-ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	242.0	67.4	143.3	115.6	(not available)		
1946 - Jan. - June ....	282.9	76.3	205.0	139.2	24.7	62.5	28.8
- July - Dec. ....	326.4	76.2	222.0	150.9	24.4	60.4	28.3
1947 - Jan. - June ....	288.0	107.9	198.1	160.1	42.3	65.0	44.9
- July - Dec. ....	319.6	125.2	196.9	177.6	61.0	73.9	62.5
1948 - Jan. - June ....	268.4	117.0	178.6	159.1	68.5	82.4	70.2
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	250.5	102.9	166.7	144.7	64.2	72.6	65.2
- Apr. - June ...	287.4	131.8	190.8	174.1	68.5	82.4	70.2

B. PERCENTAGE COMPOSITION

1941 - Half year average	21.1	63.9	15.0	100.0	89.2	10.8	100.0
1945 - July - Dec. ....	44.1	37.2	18.7	100.0	(not available)		
1946 - Jan. - June ....	42.8	35.0	22.2	100.0	76.4	23.6	100.0
- July - Dec. ....	45.6	32.3	22.1	100.0	76.9	23.1	100.0
1947 - Jan. - June ....	38.0	42.6	19.4	100.0	83.4	16.6	100.0
- July - Dec. ....	38.1	44.5	17.4	100.0	86.4	13.6	100.0
1948 - Jan. - June ....	35.3	45.7	19.0	100.0	85.1	14.9	100.0
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	36.6	44.3	19.1	100.0	86.3	13.7	100.0
- Apr. - June ...	34.2	47.0	18.8	100.0	85.1	14.9	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTAIMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
<u>Six month sales to receivables at:</u>						
1941 - Dec. 31 ....	1.1	0.8	1.3	225	138	(not available)
1946 - June 30 ....	5.1	2.4	4.4	75	41	0.5
- Dec. 31 ....	5.5	2.5	4.8	72	38	0.6
1947 - June 30 ....	3.7	1.9	4.3	95	42	1.2
- Dec. 31 ....	2.9	1.5	3.8	120	47	1.5
1948 - June 30 ....	2.4	1.4	2.8	129	64	3.4
<u>Three month sales to receivables at:</u>						
1948 - Mar. 31 ....	1.2	0.6	1.7	150	53	3.1
- June 30 ....	1.2	0.7	1.6	129	56	3.8



Table 9. - Consumer Credit - Hardware Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	193.8	36.6	157.1	174.4	(not available)		
1946 - Jan. - June ....	194.8	45.2	169.8	179.6	19.1	111.9	100.9
- July - Dec. ....	235.3	60.0	183.1	210.1	25.3	107.4	97.6
1947 - Jan. - June ....	206.1	42.7	200.1	194.7	25.9	141.2	125.5
- July - Dec. ....	251.1	58.1	225.6	232.0	38.0	143.3	129.0
1948 - Jan. - June ....	206.8	53.5	207.3	193.1	24.0	160.0	125.8
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	160.3	42.3	161.4	150.3	12.6	132.3	103.2
- Apr. - June ...	257.6	64.9	255.8	239.0	24.0	160.0	125.8

B. PERCENTAGE COMPOSITION

1941 - Half year average	62.8	4.8	32.4	100.0	11.9	88.1	100.0
1945 - July - Dec. ....	69.8	1.0	29.2	100.0	(not available)		
1946 - Jan. - June ....	68.2	1.2	30.6	100.0	2.3	97.7	100.0
- July - Dec. ....	70.4	1.4	28.2	100.0	3.1	96.9	100.0
1947 - Jan. - June ....	67.2	1.3	31.5	100.0	2.8	97.2	100.0
- July - Dec. ....	68.7	1.5	29.8	100.0	4.0	96.0	100.0
1948 - Jan. - June ....	63.6	2.5	33.9	100.0	4.8	95.2	100.0
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	63.9	2.5	33.6	100.0	3.0	97.0	100.0
- Apr. - June ...	63.4	2.5	34.1	100.0	4.8	95.2	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales</u>					
to receivables at:					
1941 - Dec. 31 ....	4.6	1.8	1.7	100	106
1946 - June 30 ....	8.2	4.3	2.6	42	69
- Dec. 31 ....	9.9	4.3	2.9	42	62
1947 - June 30 ....	7.4	3.4	2.4	53	75
- Dec. 31 ....	8.6	3.2	2.7	56	67
1948 - June 30 ....	6.1	3.3	2.2	55	82
<u>Three month sales</u>					
to receivables at:					
1948 - Mar. 31 ....	3.0	2.5	1.0	36	90
- June 30 ....	3.8	2.0	1.3	45	69

Table 10. - Consumer Credit - Jewellery Stores

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	231.2	80.6	149.8	177.9	(not available)		
1946 - Jan. - June ....	166.3	61.8	119.2	131.3	39.0	101.8	60.7
- July - Dec. ....	247.8	97.2	179.8	197.3	60.6	170.4	98.6
1947 - Jan. - June ....	141.4	87.5	113.2	121.6	68.7	90.6	75.8
- July - Dec. ....	224.1	189.1	180.2	206.0	155.0	210.1	172.9
1948 - Jan. - June ....	148.2	117.8	131.3	137.0	131.9	104.5	123.2
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	133.8	112.4	119.8	125.6	124.8	91.8	114.4
- Apr. - June ...	164.4	123.6	143.3	149.5	131.9	104.5	123.2

B. PERCENTAGE COMPOSITION

1941 - Half year average	55.0	24.1	20.9	100.0	65.5	34.5	100.0
1945 - July - Dec. ....	71.5	10.9	17.6	100.0	(not available)		
1946 - Jan. - June ....	69.7	11.4	18.9	100.0	42.1	57.9	100.0
- July - Dec. ....	69.1	11.9	19.0	100.0	40.3	59.7	100.0
1947 - Jan. - June ....	62.2	18.6	19.2	100.0	61.2	38.8	100.0
- July - Dec. ....	58.2	23.8	18.0	100.0	60.5	39.5	100.0
1948 - Jan. - June ....	56.9	20.2	22.9	100.0	73.1	26.9	100.0
<u>Quarter Year:</u>							
1948 - Jan. - Mar. ...	56.9	20.7	22.4	100.0	74.7	25.3	100.0
- Apr. - June ...	56.9	19.7	23.4	100.0	73.1	26.9	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 ....	3.7	1.4	2.2	129	82
1946 - June 30 ....	8.0	2.2	2.6	82	69
- Dec. 31 ....	7.4	2.2	2.3	82	78
1947 - June 30 ....	5.7	1.7	2.8	106	64
- Dec. 31 ....	4.2	1.7	1.9	106	95
1948 - June 30 ....	3.8	1.2	2.9	150	62
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 ....	1.9	0.6	1.5	150	60
- June 30 ....	2.1	0.6	1.6	150	56

Table 11. - Consumer Credit - Motor Vehicle Dealers

A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	51.4	6.8	107.5	48.6	(not available)		
1946 - Jan. - June ....	85.9	21.3	159.3	80.1	47.4	143.5	126.1
- July - Dec. ....	113.9	30.7	237.0	113.1	69.8	131.3	120.1
1947 - Jan. - June ....	170.6	57.3	299.2	159.9	73.9	175.1	157.3
- July - Dec. ....	195.0	72.9	317.1	179.7	80.0	178.6	161.2
1948 - Jan. - June ....	181.6	76.7	321.3	174.0	120.9	298.0	269.2
- Quarter Year:							
Jan. - Mar. ...	157.0	70.4	297.5	159.8	57.9	176.2	156.5
Apr. - June ...	216.0	85.9	368.4	195.6	120.9	298.0	269.2

B. PERCENTAGE COMPOSITION

1941 - Half year average	41.2	35.5	23.3	100.0	18.2	81.8	100.0
1945 - July - Dec. ....	43.5	5.0	51.5	100.0	(not available)		
1946 - Jan. - June ....	44.2	9.4	46.4	100.0	6.8	93.2	100.0
- July - Dec. ....	41.5	9.6	48.9	100.0	10.5	89.5	100.0
1947 - Jan. - June ....	44.8	12.6	42.6	100.0	8.3	91.7	100.0
- July - Dec. ....	45.6	14.3	40.1	100.0	8.7	91.3	100.0
1948 - Jan. - June ....	44.4	15.8	39.8	100.0	7.3	92.7	100.0
- Quarter Year:							
Jan. - Mar. ...	40.4	15.5	44.1	100.0	6.2	93.8	100.0
Apr. - June ...	49.3	16.3	34.4	100.0	7.3	92.7	100.0

C. INSTALMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1946 - June 30 .....	53.9
- Dec. 31 .....	54.7
1947 - June 30 .....	58.5
- Dec. 31 .....	59.3
1948 - Mar. 31 .....	67.4
- June 30 .....	67.5











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**DOMINION BUREAU OF STATISTICS**

**MERCHANDISING AND SERVICES SECTION**

**OTTAWA, CANADA**



**RETAIL CONSUMER CREDIT**

Government  
Publications

**JULY 1945 - DECEMBER 1948**





# RETAIL CONSUMER CREDIT IN CANADA

[illegible]

# TEN RETAIL TRADES

## JULY 1945-DECEMBER 1948



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# FACSIMILE OF THE SCHEDULE .....

ONE COPY, PROPERLY COMPLETED, SHOULD BE RETURNED WITHIN ONE MONTH



## DOMINION BUREAU OF STATISTICS MERCHANDISING AND SERVICES OTTAWA

### RETAIL CONSUMER CREDIT THIRD QUARTER 1948

NAME AND ADDRESS:—

The consolidated results of this survey will be published so that you may compare your own credit experience with the average for your trade.

All returns will be held in STRICT CONFIDENCE.

Individual results will not be disclosed to the public or any department of government.

How many stores are included in this report?.....

Three Months  
Ending  
September 30, 1948

#### I. NET RETAIL SALES:—

- (a) CASH AND C.O.D. SALES: Exclude down payments from instalment sales, receipts from customers' accounts or from non-trading sources..... \$
- (b) INSTALMENT SALES: made under formal Conditional Sales Contracts. Include all financing charges, cash down payments and trade-in allowances. Report full amount whether paper is sold or held.... \$
- (c) CHARGE OR OTHER CREDIT SALES: not made under formal Conditional Sales Contracts. Include all financing charges, cash down payments, and trade-in allowances..... \$
- (d) TOTAL NET SALES: Sum of (a), (b), and (c)..... \$

#### II. INSTALMENT PAPER DISCOUNTED OR SOLD:—

Report full amount sold to finance companies, banks or others, during the period, regardless of whether collections are made by you or by the purchasing institution..... \$

#### III. ACCOUNTS RECEIVABLE:—

(Report receivables at the date specified. Figures should relate to "Instalment" and "Charge Or Other Credit" sales, as defined in I(b) and I(c) above.)

September 30, 1948

- (a) INSTALMENT PAPER: owing and payable directly to your business..... \$
- (b) OTHER CHARGE OR CREDIT ACCOUNTS: owing and payable directly to your business..... \$
- (c) TOTAL RECEIVABLES: Sum of (a) and (b)..... \$

NOTE: Please ESTIMATE if exact figures are not available.

#### CERTIFICATE

This is to certify that the information contained in this report is correct and complete to the best of my knowledge and belief.

Signed.....

Date of this report.....

Official Capacity.....

LIST OF ALLIED PUBLICATIONSANNUAL:

- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade
- Current Trends in Food Distribution

SPECIAL:

- Operating Results Series
  - Independent Stores - 6 bulletins,  
23 trades
  - Wholesalers - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa



DOMINION BUREAU OF STATISTICS  
MERCHANDISING AND SERVICES SECTION  
OTTAWA

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Dominion Statistician: HERBERT MARSHALL  
Director, Industry and Merchandising Division: W.H. Losee  
Chief, Merchandising and Services Section: Clyde H. McDonald

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16-1120

RETAIL CONSUMER CREDIT  
JULY 1945 TO DECEMBER 1948

This is the third bulletin containing the trends in retail consumer credit in ten major credit dealing trades.

Figures are in the form of indexes based on 1941 Census of Merchandising and Services establishments.

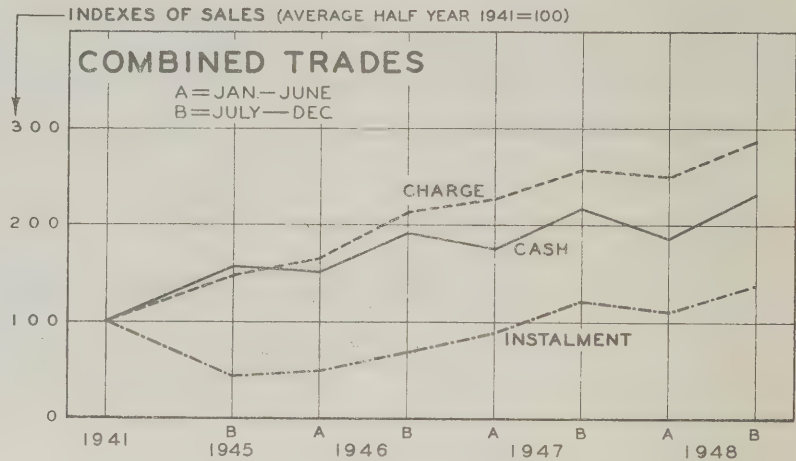
Sales are divided into cash, instalment and charge account transactions, totalled over half year periods. Receivables are broken down into instalment and charge accounts due at the end of the half year periods.

The next bulletin will contain six added trades - food stores, country general stores, feed stores, fuel dealers, garages and filling stations.

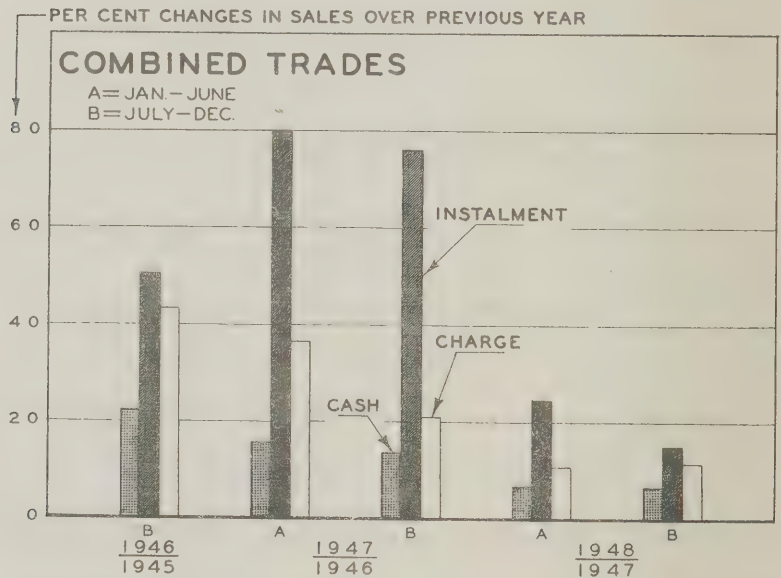
Retail Consumer Credit in 1949 will be published each quarter.

# HIGHLIGHTS .....

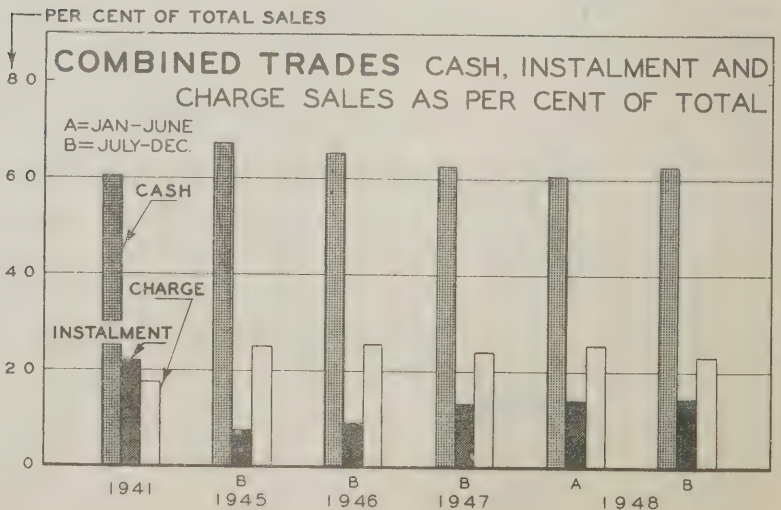
1. Although cash, instalment and charge sales gained in the latter half of 1948 as compared with the same period in 1947.....



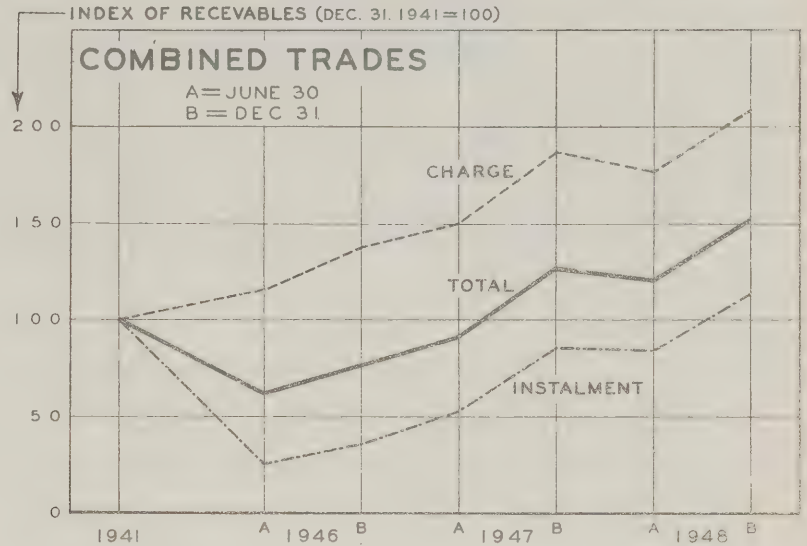
2. The post war trend toward smaller gains in cash than in credit buying was continued..



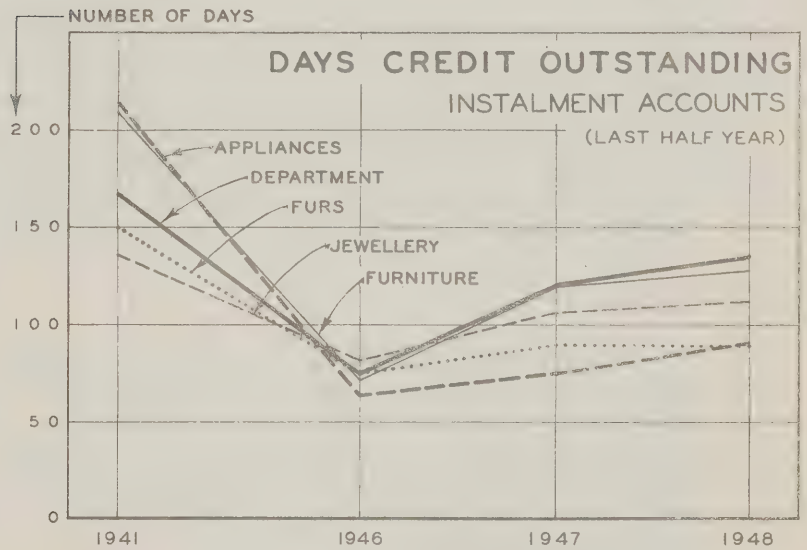
3. However, after steady losses as a percentage of total sales from 1945 to the first half of 1948, cash sales in the latter half of 1948 rose from 60.3% to 62.5% of total sales.



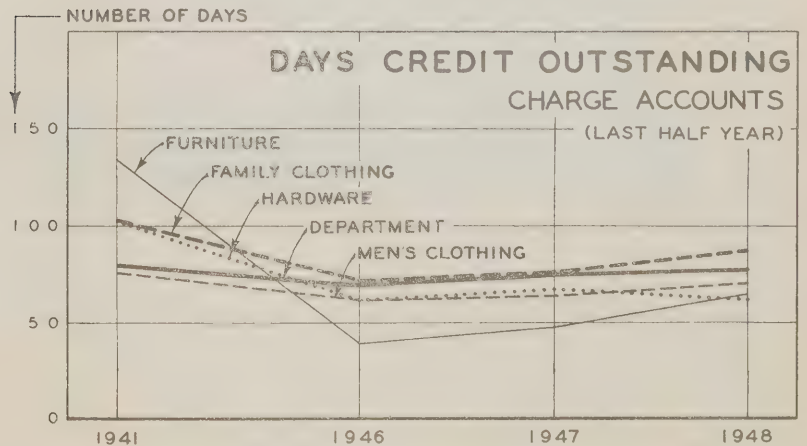
4. Dollar volume of both charge account and instalment receivables rose in all trades (a low of 7% in hardware and a high of 42% in furniture stores).



5. In 4 of the 5 main instalment trades, indexes of accounts receivable piled up more rapidly than sales, causing a lengthening in the number of days credit outstanding ...



6. A trend which was revealed in 4 of the 5 major charge account trades.





## CONSUMER CREDIT TRENDS IN 1948.....

### Change in Indexes from 1947

Total cash and credit sales of the ten trades gained 7.8 per cent in the last half of 1948 over the same half of 1947. When analyzed by type of credit transaction, the increase represented a gain of 6.6 per cent in cash sales, 15.1 per cent in instalment sales and 11.5 per cent in charge account sales. The trend toward smaller gains in cash than in credit buying which had been evidenced since the end of the last war was maintained.

Four trades transacted less cash business in the latter half of 1948 than during the same period of 1947 while two trades extended less charge account business. Increased instalment sales were registered in all trades during the last half of 1948.

In comparing the indexes of 1948 with the previous year it is of interest to note that the increases in the latter half of 1948 over the same period of 1947 were smaller than those in the first half. During the first part of the year cash sales remained at 6.6 per cent above 1947, instalment sales had jumped 24.4 per cent while charge account sales at 10.7 per cent were slightly below the increase for the latter half.

Receivables or accounts outstanding for all trades combined as calculated from preliminary tabulations were 20.4 per cent above the 1947 level at December 31, 1948. Showing smaller gains over 1947 than the receivables at June 30, 1948, the year end rise of 20.4 per cent represented a 31.9 per cent gain in instalment receivables and a gain of 10.4 per cent in charge accounts receivable.

Total accounts receivable were higher in all trades at the end of 1948, than at the end of 1947 ranging from a gain of 6.8 per cent in hardware stores to one of 42.2 per cent in furniture stores.

### Change in Proportions of Cash and Credit Dealing

After reaching a low of 60.3 per cent of total sales in the first half of 1948, cash sales moved upward for the first time since 1945 to absorb 62.5 per cent of sales in the latter half of 1948. Charge account sales at 23.2 per cent of sales were the lowest in proportion since 1941. Instalment sales rose consistently from 7.9 per cent of total sales in 1945 to 14.3 per cent during the last half of 1948.

In most trades, instalment sales, which were most affected by wartime regulations, have shown marked recovery. In department stores the ratio rose from 6.2 per cent of total sales in the last half of 1945 to 10.7 per cent in the same period of 1948, almost level with the 1941 average of 10.9 per cent. Instalment sales of jewellery stores surpassed the 1941 average ratio in the last six months of 1948.

Receivables followed the same pattern in composition as did credit sales. With increasing ratios of instalment sales, receivables from instalment sales also expanded proportionately with corresponding reduction in the proportion of outstandings from charge accounts. From a ratio of 60 per cent of total receivables for combined trades at December 31, 1941, instalment receivables fell to 36 per cent at June 30, 1946 but by the end of 1948 had recovered more than half of the loss and stood at 50 per cent. Of the ten trades, jewellery stores alone had proportionately more instalment receivables at the end of 1948 than at the end of 1941.

### Days Credit Outstanding

The trend of an increasing number of days credit outstanding from credit accounts was generally continued in 1948. This increase slowed down somewhat in the latter half of the year, however. The number of days credit outstanding from instalment sales was greater in all trades during the first half of 1948 when compared to the same period of 1947 with an average increase of 23 days<sup>(1)</sup>. During the latter part of the year only five trades showed gains over 1947 and four decreases, resulting in an average increase of only 4 days over the same period of 1947.

(1) unweighted average.

Similarly, the length of time for repayment of charge accounts increased during the first half of 1948 with an average of 6 days more than for the same period of 1947. In comparison, the latter half gained only an average of 2 days with 6 of the 9 trades showing increased number of days credit outstanding.

In the latter part of 1948, days credit outstanding (83 days) from charge accounts in jewellery stores equalled the 1941 average and department stores (77 days) almost reached the 1941 level (79 days). Days credit outstanding from instalment sales in men's clothing stores surpassed the 1941 figure in 1948. This is not overly significant because instalment sales are of minor importance in this trade and the increase may be due to a growth of instalment credit during the latter part of 1947 and 1948.

Motor vehicle dealers were omitted from the calculation of sales-receivables ratios and days credit outstanding because of the sale of instalment paper to finance companies for which outstanding accounts are not known.



Table 1. - Consumer Credit - Combined Trades

INDEXES							
Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	156.6	45.9	148.4	131.8	(not available)		
1946 - Jan. - June ....	151.0	49.6	165.8	132.2	26.9	116.8	62.5
- July - Dec. ....	191.3	69.0	212.7	169.7	37.6	138.4	77.5
1947 - Jan. - June ....	174.6	89.2	226.1	165.4	53.6	151.8	91.5
- July - Dec. ....	216.9	121.5	257.4	204.7	86.6	188.8	126.0
1948 - Jan. - June ....	186.2	111.0	250.2	181.3	85.3	177.8	120.6
- July - Dec. ....	231.3	139.8	286.9	220.7	114.2	208.5	151.7

## PERCENTAGE COMPOSITION

1941 - Half year average	60.4	22.0	17.6	100.0	60.5	39.5	100.0
1945 - July - Dec. ....	67.1	7.9	25.0	100.0	(not available)		
1946 - Jan. - June ....	66.1	8.7	25.2	100.0	36.3	63.7	100.0
- July - Dec. ....	65.3	9.2	25.5	100.0	38.1	61.9	100.0
1947 - Jan. - June ....	62.6	12.2	25.2	100.0	45.2	54.8	100.0
- July - Dec. ....	62.6	13.4	24.0	100.0	48.4	51.6	100.0
1948 - Jan. - June ....	60.3	14.0	25.7	100.0	49.7	50.3	100.0
- July - Dec. ....	62.5	14.3	23.2	100.0	50.1	49.9	100.0

Table 2. - Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1942 - Jan. - June .....	106.7	77.7	103.2	102.5	61.7	60.6	61.3
- July - Dec. ....	127.4	94.6	117.2	121.6	62.9	80.9	70.3
1943 - Jan. - June .....	114.5	66.5	104.6	106.8	36.4	57.9	45.3
- July - Dec. ....	130.1	82.5	123.4	123.0	42.4	82.1	58.8
1944 - Jan. - June .....	125.5	65.7	108.6	115.1	29.2	61.6	42.6
- July - Dec. ....	147.4	84.0	133.3	137.0	39.8	90.1	60.5
1945 - Jan. - June .....	139.1	64.4	119.7	123.4	28.1	68.4	44.7
- July - Dec. ....	168.5	91.1	164.9	159.5	(not available)		
1946 - Jan. - June .....	150.1	83.7	173.5	146.2	34.8	128.7	70.7
- July - Dec. ....	192.7	123.7	223.8	189.6	54.9	191.8	107.3
1947 - Jan. - June .....	160.8	142.0	222.5	167.4	83.9	173.0	118.0
- July - Dec. ....	208.1	201.1	278.4	217.2	142.2	256.8	186.1
1948 - Jan. - June .....	177.0	161.3	273.5	188.4	126.6	188.6	150.5
- July - Dec. ....	234.3	228.0	332.3	246.8	179.6	273.3	215.7

## B. PERCENTAGE COMPOSITION

1941 - Half year average	75.1	10.9	14.0	100.0	61.7	38.3	100.0
1942 - Jan. - June .....	73.2	9.4	17.4	100.0	59.2	40.8	100.0
- July - Dec. ....	73.7	9.7	16.6	100.0	52.6	47.4	100.0
1943 - Jan. - June .....	75.3	7.8	16.9	100.0	47.2	52.8	100.0
- July - Dec. ....	74.3	8.4	17.3	100.0	42.4	57.6	100.0
1944 - Jan. - June .....	76.6	7.1	16.3	100.0	40.3	59.7	100.0
- July - Dec. ....	76.4	7.5	16.1	100.0	37.7	62.3	100.0
1945 - Jan. - June .....	77.4	6.4	16.2	100.0	35.9	64.1	100.0
- July - Dec. ....	79.3	6.2	14.5	100.0	(not available)		
1946 - Jan. - June .....	77.1	6.2	16.7	100.0	30.4	69.6	100.0
- July - Dec. ....	76.3	7.1	16.6	100.0	31.6	68.4	100.0
1947 - Jan. - June .....	72.1	9.2	18.7	100.0	43.9	56.1	100.0
- July - Dec. ....	71.9	10.1	18.0	100.0	47.2	52.8	100.0
1948 - Jan. - June .....	70.3	9.9	19.8	100.0	51.7	48.3	100.0
- July - Dec. ....	71.1	10.7	18.2	100.0	51.2	48.8	100.0

Note - A revision in the series occurred after June 1945.

Table 2. (Cont'd) - Consumer Credit - Department Stores

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 ....	6.17	1.07	2.27	168	79
1942 - June 30 ....	7.8	1.2	3.3	150	55
- Dec. 31 ....	8.1	1.5	2.8	120	64
1943 - June 30 ....	11.0	1.8	3.5	100	51
- Dec. 31 ....	9.8	1.9	2.9	95	62
1944 - June 30 ....	12.7	2.2	3.4	82	53
- Dec. 31 ....	10.6	2.0	2.9	90	62
1945 - June 30 ....	12.9	2.2	3.4	82	53
- Dec. 31 ....	(not available)				
1946 - June 30 ....	12.7	2.6	3.0	69	60
- Dec. 31 ....	10.8	2.4	2.6	75	69
1947 - June 30 ....	8.7	1.8	2.9	100	62
- Dec. 31 ....	7.2	1.5	2.4	120	75
1948 - June 30 ....	6.93	1.33	2.80	135	64
- Dec. 31 ....	6.40	1.33	2.33	135	77

Note - A revision in the series occurred after June 1945.



Table 3. - Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	176.8	11.0	109.7	158.7	(not available)		
1946 - Jan. - June ....	158.7	12.0	110.1	144.3	10.8	80.5	62.4
- July - Dec. ....	180.9	17.3	130.1	165.3	16.8	107.2	83.8
1947 - Jan. - June ....	164.8	33.3	147.9	155.6	22.7	117.6	92.7
- July - Dec. ....	201.6	39.3	164.2	188.0	51.7	142.7	118.8
1948 - Jan. - June ....	186.6	61.4	178.7	178.8	74.1	157.5	135.0
- July - Dec. ....	209.6	69.4	198.6	200.7	83.2	183.5	157.6

## B. PERCENTAGE COMPOSITION

1941 - Half year average	80.3	5.1	14.6	100.0	25.4	74.6	100.0
1945 - July - Dec. ....	89.5	0.3	10.2	100.0	(not available)		
1946 - Jan. - June ....	88.4	0.4	11.2	100.0	4.5	95.5	100.0
- July - Dec. ....	87.9	0.5	11.6	100.0	5.2	94.8	100.0
1947 - Jan. - June ....	85.6	1.1	13.3	100.0	6.4	93.6	100.0
- July - Dec. ....	86.7	1.1	12.2	100.0	11.4	88.6	100.0
1948 - Jan. - June ....	83.6	1.8	14.6	100.0	14.8	85.2	100.0
- July - Dec. ....	83.7	1.8	14.5	100.0	13.6	86.4	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales</u> to receivables at:					
1941 - Dec. 31 ....	12.10	2.42	2.38	74	76
1946 - June 30 ....	27.6	2.6	3.2	69	56
- Dec. 31 ....	23.6	2.4	2.9	75	62
1947 - June 30 ....	21.7	3.7	3.1	49	58
- Dec. 31 ....	20.4	1.9	2.8	95	64
1948 - June 30 ....	16.17	2.01	2.78	90	65
- Dec. 31 ....	15.51	2.01	2.58	90	70

Table 4. - Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	168.2	67.6	189.8	163.4	(not available)		
1946 - Jan. - June ....	160.7	62.1	193.1	157.6	29.0	123.6	87.5
- July - Dec. ....	190.6	71.8	211.5	184.3	44.1	170.3	122.1
1947 - Jan. - June ....	174.2	62.8	235.7	175.0	35.3	168.6	122.2
- July - Dec. ....	205.0	77.0	266.8	204.5	65.4	238.9	178.5
1948 - Jan. - June ....	185.6	83.5	269.1	190.9	65.1	208.0	159.8
- July - Dec. ....	244.0	92.0	306.7	242.3	65.9	280.4	208.1

## B. PERCENTAGE COMPOSITION

1941 - Half year average	77.7	7.3	15.0	100.0	33.4	66.6	100.0
1945 - July - Dec. ....	81.1	3.2	15.7	100.0	(not available)		
1946 - Jan. - June ....	80.4	3.0	16.6	100.0	12.7	87.3	100.0
- July - Dec. ....	81.5	3.0	15.5	100.0	13.8	86.2	100.0
1947 - Jan. - June ....	76.7	2.8	20.5	100.0	10.1	89.9	100.0
- July - Dec. ....	77.2	2.9	19.9	100.0	12.7	87.3	100.0
1948 - Jan. - June ....	75.0	3.2	21.8	100.0	13.7	86.3	100.0
- July - Dec. ....	78.6	2.7	18.7	100.0	10.7	89.3	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales</u> to receivables at:					
1941 - Dec. 31 .....	10.50	2.28	2.36	79	76
1946 - June 30 .....	19.3	4.6	3.7	39	49
- Dec. 31 .....	16.2	3.5	2.9	51	62
1947 - June 30 .....	14.0	3.8	3.2	47	56
- Dec. 31 .....	11.2	2.5	2.6	72	69
1948 - June 30 .....	12.54	2.81	3.09	64	58
- Dec. 31 .....	12.54	2.96	2.55	61	71

Table 5. - Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	197.2	62.1	173.7	169.8	(not available)		
1946 - Jan. - June ....	182.4	54.4	163.6	156.9	32.6	101.0	58.2
- July - Dec. ....	217.3	77.4	198.8	189.8	50.6	135.1	82.3
1947 - Jan. - June ....	187.3	93.7	182.4	170.7	60.2	126.0	85.8
- July - Dec. ....	226.3	113.7	224.3	206.9	85.2	167.0	116.9
1948 - Jan. - June ....	187.4	118.0	207.3	179.0	82.4	169.4	118.4
- July - Dec. ....	215.9	217.8	241.9	220.2	121.2	197.3	156.3

## B. PERCENTAGE COMPOSITION

1941 - Half year average	67.6	15.8	16.6	100.0	56.4	43.6	100.0
1945 - July - Dec. ....	78.4	6.5	15.1	100.0	(not available)		
1946 - Jan. - June ....	78.5	6.1	15.4	100.0	35.0	65.0	100.0
- July - Dec. ....	77.3	7.3	15.4	100.0	38.5	61.5	100.0
1947 - Jan. - June ....	74.7	9.3	16.0	100.0	42.9	57.1	100.0
- July - Dec. ....	74.5	9.3	16.2	100.0	44.6	55.4	100.0
1948 - Jan. - June ....	70.1	11.1	18.8	100.0	40.8	59.2	100.0
- July - Dec. ....	71.8	10.8	17.4	100.0	41.8	58.2	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales</u> to receivables at:					
1941 - Dec. 31 ....	4.56	1.28	1.74	141	103
1946 - June 30 ....	11.8	2.1	2.8	86	64
- Dec. 31 ....	10.1	1.9	2.5	95	72
1947 - June 30 ....	9.4	2.0	2.6	90	69
- Dec. 31 ....	8.3	1.7	2.4	106	75
1948 - June 30 ....	6.79	1.88	2.15	96	84
- Dec. 31 ....	6.68	1.71	2.06	105	87



Table 6. - Consumer Credit - Furriers

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	239.4	170.2	248.9	208.7	(not available)		
1946 - Jan. - June ....	134.9	79.5	136.1	109.0	62.6	128.5	77.7
- July - Dec. ....	275.3	199.8	285.4	241.8	92.5	131.3	101.4
1947 - Jan. - June ....	147.6	104.9	186.4	133.8	92.2	191.8	113.4
- July - Dec. ....	285.4	243.4	320.5	271.3	138.5	210.1	153.7
1948 - Jan. - June ....	153.0	101.9	205.2	141.1	87.4	210.0	121.0
- July - Dec. ....	259.7	256.6	449.6	296.3	158.3	214.7	173.9

## B. PERCENTAGE COMPOSITION

1941 - Half year average	38.6	39.9	21.5	100.0	68.6	31.4	100.0
1945 - July - Dec. ....	36.9	38.5	24.6	100.0	(not available)		
1946 - Jan. - June ....	39.9	34.4	25.7	100.0	62.1	37.9	100.0
- July - Dec. ....	36.7	39.0	24.3	100.0	70.3	29.7	100.0
1947 - Jan. - June ....	34.8	38.8	26.4	100.0	64.0	36.0	100.0
- July - Dec. ....	33.2	44.4	22.4	100.0	70.9	29.1	100.0
1948 - Jan. - June ....	35.6	32.9	31.5	100.0	52.4	47.6	100.0
- July - Dec. ....	33.1	36.6	30.3	100.0	66.0	34.0	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales</u> to receivables at:					
1941 - Dec. 31 ....	2.06	1.20	1.40	150	129
1946 - June 30 ....	2.5	1.4	1.7	129	106
- Dec. 31 ....	4.3	2.4	3.5	75	51
1947 - June 30 ....	2.2	1.3	1.6	138	113
- Dec. 31 ....	3.3	2.0	2.5	90	72
1948 - June 30 ....	2.17	1.16	1.58	155	114
- Dec. 31 ....	3.36	2.02	2.88	89	63

Table 7. - Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	146.6	26.2	132.0	92.9	(not available)		
1946 - Jan. - June ....	200.7	38.5	186.8	129.6	10.3	75.9	20.9
- July - Dec. ....	259.8	58.6	226.0	168.2	15.6	102.4	29.7
1947 - Jan. - June ....	261.0	92.6	269.5	179.2	24.8	135.6	38.7
- July - Dec. ....	298.8	122.8	334.4	217.8	43.2	177.8	60.1
1948 - Jan. - June ....	273.1	131.5	305.6	208.3	55.5	171.9	71.9
- July - Dec. ....	294.1	142.1	287.1	217.8	57.8	136.5	70.8

## B. PERCENTAGE COMPOSITION

1941 - Half year average	32.7	49.3	18.0	100.0	82.6	17.4	100.0
1945 - July - Dec. ....	59.2	11.9	28.9	100.0	(not available)		
1946 - Jan. - June ....	58.2	12.5	29.3	100.0	41.2	58.8	100.0
- July - Dec. ....	58.0	14.7	27.3	100.0	44.2	55.8	100.0
1947 - Jan. - June ....	48.9	25.6	25.5	100.0	56.0	44.0	100.0
- July - Dec. ....	46.1	27.9	26.0	100.0	62.9	37.1	100.0
1948 - Jan. - June ....	43.5	31.4	25.1	100.0	66.3	33.7	100.0
- July - Dec. ....	43.9	32.2	23.9	100.0	68.1	31.9	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Per cent of Instalment Sales
<u>Six month sales</u> to receivables at:						
1941 - Dec. 31 ....	1.42	0.84	1.48	214	122	(not available)
1946 - June 30 ....	9.3	2.8	4.7	64	38	9.7
- Dec. 31 ....	8.5	2.8	4.2	64	43	6.3
1947 - June 30 ....	7.0	3.2	4.1	56	44	7.3
- Dec. 31 ....	5.5	2.4	3.8	75	47	8.5
1948 - June 30 ....	4.61	2.12	3.60	85	50	16.8
- Dec. 31 ....	4.20	1.97	3.21	91	56	16.9

Table 8. - Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	242.0	67.4	143.3	115.6	(not available)		
1946 - Jan. - June .....	282.9	76.3	205.0	139.2	24.7	62.5	28.8
- July - Dec. ....	326.4	76.2	222.0	150.9	24.4	60.4	28.3
1947 - Jan. - June .....	288.0	107.9	198.1	160.1	42.3	65.0	44.9
- July - Dec. ....	319.6	125.2	196.9	177.6	61.0	73.9	62.5
1948 - Jan. - June .....	269.2	118.1	180.9	160.2	70.8	84.9	72.5
- July - Dec. ....	308.6	131.5	229.5	182.6	84.1	124.0	88.9

## B. PERCENTAGE COMPOSITION

1941 - Half year average	20.8	65.1	14.1	100.0	87.9	12.1	100.0
1945 - July - Dec. ....	44.1	37.2	18.7	100.0	(not available)		
1946 - Jan. - June .....	42.8	35.0	22.2	100.0	76.4	23.6	100.0
- July - Dec. ....	45.6	32.3	22.1	100.0	76.9	23.1	100.0
1947 - Jan. - June .....	38.0	42.6	19.4	100.0	83.4	16.6	100.0
- July - Dec. ....	38.1	44.5	17.4	100.0	86.4	13.6	100.0
1948 - Jan. - June .....	35.6	46.2	18.2	100.0	86.3	13.7	100.0
- July - Dec. ....	35.6	46.7	17.7	100.0	83.4	16.6	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
<u>Six month sales to receivables at:</u>						
1941 - Dec. 31 ....	1.16	0.86	1.34	209	134	(not available)
1946 - June 30 ....	5.1	2.4	4.4	75	41	0.5
- Dec. 31 ....	5.5	2.5	4.8	72	38	0.6
1947 - June 30 ....	3.7	1.9	4.3	95	42	1.2
- Dec. 31 ....	2.9	1.5	3.8	120	47	1.5
1948 - June 30 ....	2.32	1.24	3.04	145	59	3.0
- Dec. 31 ....	2.48	1.39	2.78	129	65	3.5



Table 9. - Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	193.8	36.6	157.1	174.4	(not available)		
1946 - Jan. - June ....	194.8	45.2	169.8	179.6	19.1	111.9	100.9
- July - Dec. ....	235.3	60.0	183.1	210.1	25.3	107.4	97.6
1947 - Jan. - June ....	206.1	42.7	200.1	194.7	25.9	141.2	125.5
- July - Dec. ....	251.1	58.1	225.6	232.0	38.0	143.3	129.0
1948 - Jan. - June ....	210.2	54.1	212.9	197.5	22.5	159.6	126.6
- July - Dec. ....	255.4	105.9	239.5	243.9	81.7	144.9	137.8

## B. PERCENTAGE COMPOSITION

1941 - Half year average	64.9	4.7	30.4	100.0	12.9	87.1	100.0
1945 - July - Dec. ....	69.8	1.0	29.2	100.0	(not available)		
1946 - Jan. - June ....	68.2	1.2	30.6	100.0	2.3	97.7	100.0
- July - Dec. ....	70.4	1.4	28.2	100.0	3.1	96.9	100.0
1947 - Jan. - June ....	67.2	1.3	31.5	100.0	2.8	97.2	100.0
- July - Dec. ....	68.7	1.5	29.8	100.0	4.0	96.0	100.0
1948 - Jan. - June ....	64.2	2.4	33.4	100.0	4.3	95.7	100.0
- July - Dec. ....	68.3	1.9	29.8	100.0	6.7	93.3	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 ....	4.96	1.82	1.74	99	103
1946 - June 30 ....	8.2	4.3	2.6	42	69
- Dec. 31 ....	9.9	4.3	2.9	42	62
1947 - June 30 ....	7.4	3.4	2.4	53	75
- Dec. 31 ....	8.6	3.2	2.7	56	67
1948 - June 30 ....	6.29	3.27	2.21	55	81
- Dec. 31 ....	9.22	2.68	2.96	67	61

Table 10. - Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	231.2	80.6	149.8	177.9	(not available)		
1946 - Jan. - June .....	166.3	61.8	119.2	131.3	39.0	101.8	60.7
- July - Dec. ....	247.8	97.2	179.8	197.3	60.6	170.4	98.6
1947 - Jan. - June .....	141.4	87.5	113.2	121.6	68.7	90.6	75.8
- July - Dec. ....	224.1	189.1	180.2	206.0	155.0	210.1	172.9
1948 - Jan. - June .....	149.3	128.1	133.2	140.6	128.5	109.5	122.3
- July - Dec. ....	239.4	289.7	194.0	238.9	247.2	214.6	235.9

## B. PERCENTAGE COMPOSITION

1941 - Half year average	55.7	20.7	23.6	100.0	64.4	35.6	100.0
1945 - July - Dec. ....	71.5	10.9	17.6	100.0	(not available)		
1946 - Jan. - June .....	69.7	11.4	18.9	100.0	42.1	57.9	100.0
- July - Dec. ....	69.1	11.9	19.0	100.0	40.3	59.7	100.0
1947 - Jan. - June .....	62.2	18.6	19.2	100.0	61.2	38.8	100.0
- July - Dec. ....	58.2	23.8	18.0	100.0	60.5	39.5	100.0
1948 - Jan. - June .....	56.7	20.9	22.4	100.0	70.7	29.3	100.0
- July - Dec. ....	55.7	24.9	19.4	100.0	68.6	31.4	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales</u> to receivables at:					
1941 - Dec. 31 ....	3.70	1.32	2.18	136	83
1946 - June 30 ....	8.0	2.2	2.6	82	69
- Dec. 31 ....	7.4	2.2	2.3	82	78
1947 - June 30 ....	5.7	1.7	2.8	106	64
- Dec. 31 ....	4.2	1.7	1.9	106	95
1948 - June 30 ....	3.99	1.33	2.84	135	63
- Dec. 31 ....	3.88	1.59	2.16	113	83

Table 11. - Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during period				Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941 - Half year average	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1945 - July - Dec. ....	51.4	6.8	107.5	48.6	(not available)		
1946 - Jan. - June ....	85.9	21.3	159.3	80.1	47.4	143.5	126.1
- July - Dec. ....	113.9	30.7	237.0	113.1	69.8	131.3	120.1
1947 - Jan. - June ....	170.6	57.3	299.2	159.9	73.9	175.1	157.3
- July - Dec. ....	195.0	72.9	317.1	179.7	80.0	178.6	161.2
1948 - Jan. - June ....	182.6	79.8	299.9	173.7	79.1	209.0	187.9
- July - Dec. ....	199.7	74.2	292.7	173.6	76.0	224.5	189.8

## B. PERCENTAGE COMPOSITION

1941 - Half year average	42.1	37.0	20.9	100.0	26.8	73.2	100.0
1945 - July - Dec. ....	43.5	5.0	51.5	100.0	(not available)		
1946 - Jan. - June ....	44.2	9.4	46.4	100.0	6.8	93.2	100.0
- July - Dec. ....	41.5	9.6	48.9	100.0	10.5	89.5	100.0
1947 - Jan. - June ....	44.8	12.6	42.6	100.0	8.3	91.7	100.0
- July - Dec. ....	45.6	14.3	40.1	100.0	8.7	91.3	100.0
1948 - Jan. - June ....	43.4	16.2	40.4	100.0	6.8	93.2	100.0
- July - Dec. ....	48.8	15.6	35.6	100.0	9.4	90.6	100.0

## C. INSTALMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1946 - June 30 .....	53.9
- Dec. 31 .....	54.7
1947 - June 30 .....	58.5
- Dec. 31 .....	59.3
1948 - June 30 .....	66.3
- Dec. 31 .....	57.6



## THE SURVEY.....

Originally undertaken by the Wartime Prices and Trade Board to observe the effect of consumer credit controls which were introduced in October 1941, the survey was taken over by the Bureau from the last half of 1945.

Wartime Prices and Trade Board studies were limited to stores which did a substantial amount of credit business in five retail trades and covered the interval Jan. 1, 1941 to June 30, 1945 by half-year periods. When the survey was continued by the Dominion Bureau of Statistics, it was extended to cover ten retail trades and the methods changed so as to provide representative coverage of all stores within these trades. The trades selected were:

Department Stores	Household Appliances
Men's Clothing Stores	and Radio Stores
Women's Clothing Stores	Furniture Stores
Family Clothing Stores	Hardware Stores
<b>Furriers</b>	Jewellery Stores
	Motor Vehicle Dealers

By including businesses of greater cash composition the new sample was designed to conform to the 1941 Census cash-credit pattern. The ten trades were first surveyed for the period July 1945 to December 1947 and results published in 1948. A further bulletin carried the trends up to June 1948. Because of the change in the sample, data from the Wartime Prices and Trade Board surveys were not directly comparable to those derived by the Bureau.

Because almost complete coverage of department stores was secured, however, trends for this trade are available from 1941, although revisions in 1945 produced certain inconsistencies between the earlier and the more recent series.

The study was conducted on a quarterly basis beginning in 1948 but results are published on half-yearly trends to continue the comparison with former periods. From the first quarter of 1949 the consumer credit series will be further improved by

- (1) Addition of several added kinds of business, as indicated on page 5.
- (2) Quarterly publication of indexes.
- (3) Further refinements in the sample.

## METHODS.....

This report contains indexes of sales and receivables and percentage composition of sales and receivables. The indexes of cash, instalment and charge sales are based on 1941 (average half-year 1941=100) and the indexes of instalment and charge receivables are based on December 31, 1941 as 100.

The base figure (1941) was obtained from the Census records and with only a full year's figure available the half-year base for current periods was obtained by dividing the 1941 figure by 2. Because of this average base, indexes shown reflect seasonal variations for which no adjustment has been made.

Although taken quarterly in 1948, the first two and last two quarters were combined in order to present a continuity of trend with previous half-year periods. The last half of 1948 is subject to revision but will be final in the next quarterly report. The 1948 quarterly figures are not published as such because they largely reflect seasonal variations.

The ratio of sales to receivables was obtained by dividing the dollar volume of the respective accounts receivable of the responding firms at the end of the period into the dollar volume of their respective sales during the period. The number of days credit outstanding is the result of dividing these ratios into 180 (days).

The combined trades totals were obtained by weighting the indexes and composition percentages of the different items by the weight of the respective type of sale or receivable for each kind of business as shown in the 1941 Census results. For instance, the sales of men's clothing stores in the 1941 Census formed 5.1% of the sales of the ten trades. This weight was applied to the men's clothing total sales indexes for all subsequent periods under review. The other kinds of business weights, in relation to the total for the ten trades, were applied to their respective total sales indexes. The sum of the results for each period was then divided by 100 to obtain the weighted index. Cash, instalment, and charge sales for each trade likewise had their own weights, taken from the 1941 Census.

It was found necessary to increase the sample in all except department stores because of depletion which had occurred since the original selection. From an increase of some 650 firms, good reports were received from approximately 500. The addition of these firms to the original sample caused little change in the continuing trends. They were selected on a geographical and business-size basis to keep the sample as representative as possible. In only one or two instances did they materially change sales or receivables composition and in those cases the new combined result was closer to the census pattern than the former sample. The 1941 composition of sales as shown in previous reports has been revised to show the 1941 composition of the revised sample. Similarly the sales-receivable ratios for 1941 and the days credit outstanding for 1941 have been revised slightly to make the current results of the new sample directly comparable to 1941.











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Publications

# RETAIL CONSUMER CREDIT

FIRST QUARTER, 1949

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DOMINION BUREAU OF STATISTICS  
DEPARTMENT OF TRADE AND COMMERCE

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# RETAIL CONSUMER CREDIT

FIRST QUARTER, 1949

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Published by Authority of the Rt. Hon. C. D. Howe  
Minister of Trade and Commerce

Prepared in the Merchandising and Services Section  
of the Industry and Merchandising Division,  
Dominion Bureau of Statistics, Ottawa

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LIST OF ALLIED PUBLICATIONSANNUAL:

- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade
- Current Trends in Food Distribution

SPECIAL:

- Operating Results Series
  - Independent Stores - 6 bulletins,  
23 trades
  - Wholesalers - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa.

## RETAIL CONSUMER CREDIT

### JANUARY 1948 TO MARCH 1949

This bulletin contains the trends in retail consumer credit in sixteen major credit dealing trades on a quarterly basis. Six trades have been added since the last bulletin was published - food stores, country general stores, fuel dealers, feed stores, garages and filling stations.

These new trades extend credit largely on the charge account plan. Instalment credit extended by a few has been included with charge accounts because the amounts were found to be negligible. Because of their 'cash' policy, chain stores have been omitted from the food classification which for the purpose of this survey is made up of independent grocery and combination (grocery and meat) stores.

Tables for the original ten trades show results by half-year periods for 1948 to complete the half-year results of former bulletins. The last half of 1948 was preliminary in the last bulletin but is final in this issue. 'Combined trades' refers to the new series and is a weighted average of the sixteen trades. Previously this category referred to the ten component trades only.

#### Change in Indexes from 1948

Sales - In the combined figure representing the 16 trades covered by the survey, cash sales increased from 166.1 in the first quarter of 1948 to 169.2 in the first three months of 1949. Twelve of the sixteen trades showed decreases in cash sales and 5 reported increases. Instalment sales showed the greatest gains with nine of the ten instalment dealing businesses reporting increased sales. The instalment index rose from 99.2 in 1948 to 110.1 in the first quarter of 1949. Ten of the sixteen trades had increased charge sales to make a 'combined trades' index rise from 166.8 to 170.1.

Receivables - Accounts outstanding at March 31, 1949 were 16.7 per cent above the 1948 level of the same date. This increase was made up of a gain of 35.2 per cent in instalment receivables and a 9.1 per cent increase in charge accounts outstanding.

Seven of the ten 'instalment' trades reported increases in receivables from the first three months of 1948 and thirteen of the sixteen trades had greater charge accounts outstanding.

#### Change in Proportions of Cash and Credit Dealing

Little change took place in the percentage of cash and credit business transacted from the first quarter of 1948 to 1949. Cash sales declined from 62.9 per cent of total sales to 62.0 per cent. Instalment sales absorbed this drop and therefore gained slightly while charge sales remained the same at 29.9 per cent.

Ten of the sixteen trades showed decreased cash ratios while seven of the ten 'instalment' trades reported increased proportions of instalment sales. The trades were evenly divided on charge sales with eight reporting smaller ratios of charge sales and eight showing increased proportions.

Accounts receivable followed the same pattern in composition as did the receivables index. As the index of instalment receivables gained more over the March 31, 1948 level than did the index of charge receivables, so instalment receivables accounted for a greater proportion of total accounts outstanding at March 31, 1949. The gain of 1.2 per cent in instalment receivables in 1949 was accompanied by the same decrease in the proportion of charge accounts outstanding.

#### Days Credit Outstanding

The trend of increasing number of days credit outstanding from credit accounts generally continued during the first quarter of 1949.

Comparison with the first three months of 1948 shows that 6 of 9 trades extending instalment credit experienced a lengthening in the number of days credit outstanding. This increase expressed as an unweighted average for the nine trades was 10 days.

The length of time taken for repayment of charge accounts increased in 10 of 15 trades, averaging approximately 6 days longer than during the first quarter of 1948.

Motor vehicle dealers were omitted from the calculation of sales-receivables ratios and days credit outstanding because of the sale of instalment paper to finance companies for which outstanding accounts are not known.



CHART I.

# RETAIL CONSUMER CREDIT CREDIT SALES—PERCENT OF TOTAL SALES (JANUARY—MARCH 1949) BY KIND OF BUSINESS

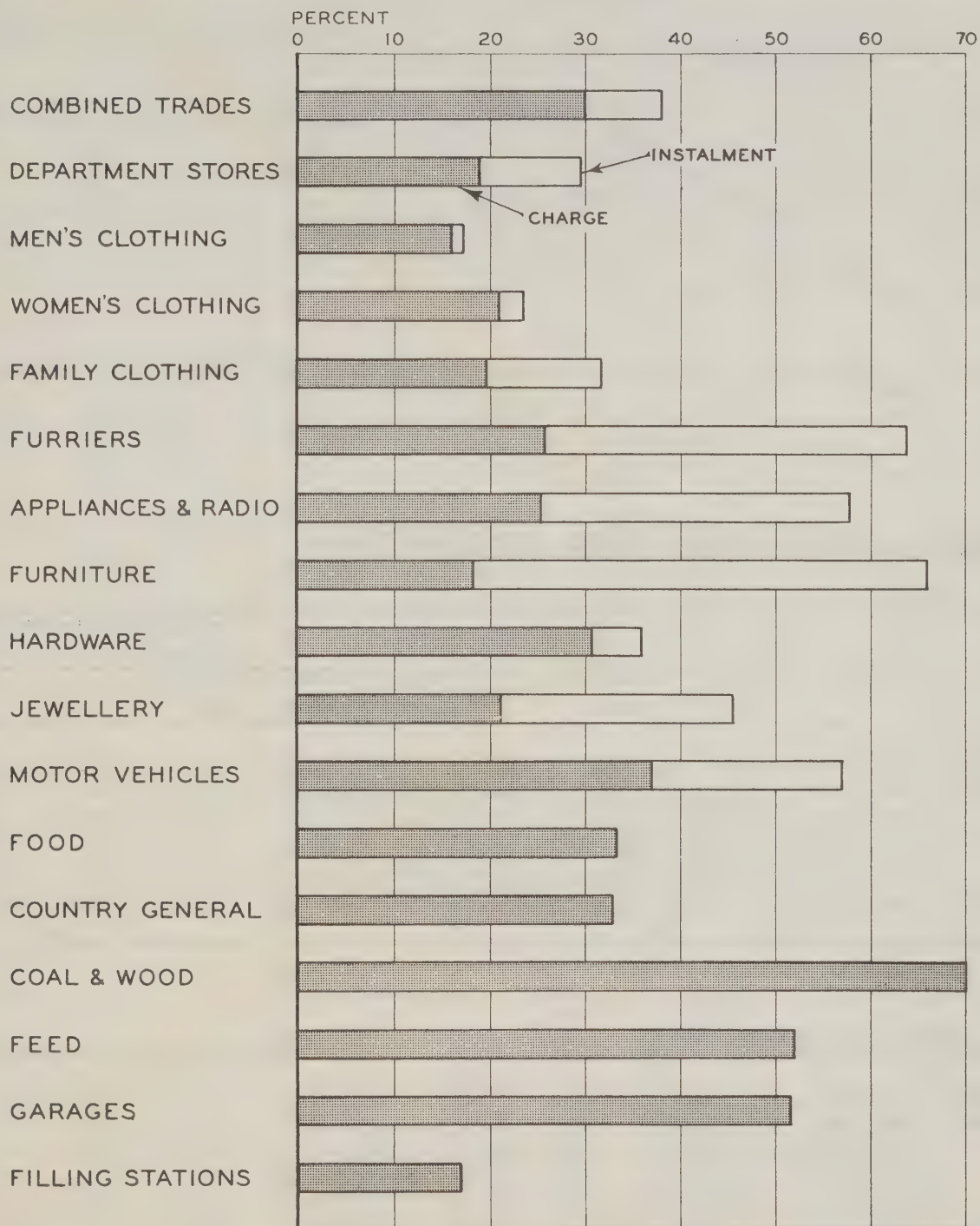


CHART 2.

# RETAIL CONSUMER CREDIT INDEXES OF SALES

PERCENT

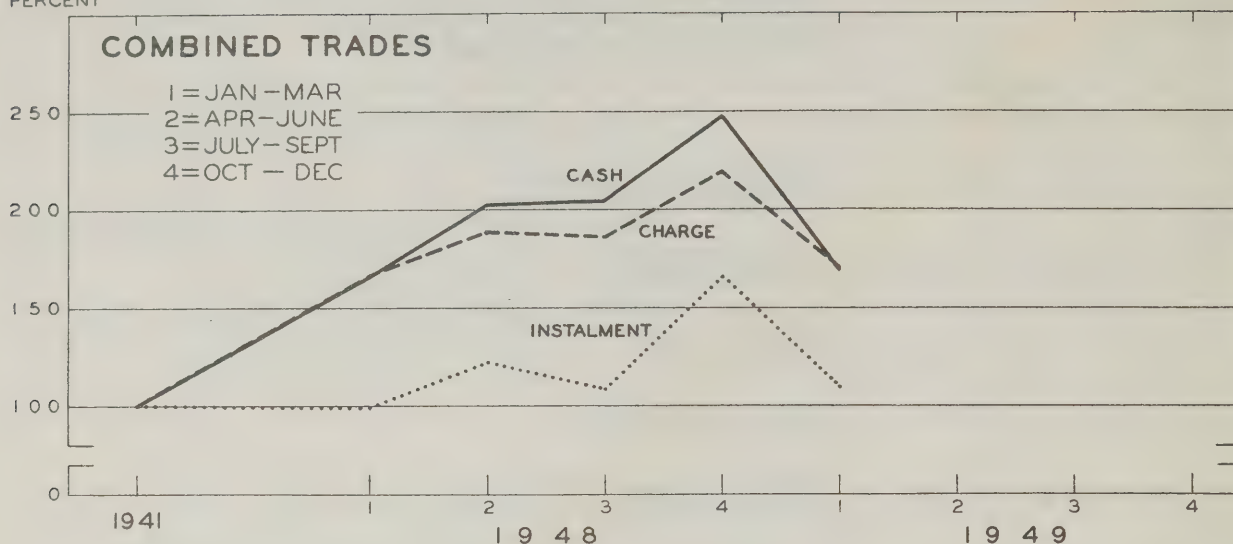


Table 1. - Retail Consumer Credit - Combined Trades

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	166.1	99.2	166.8	147.1	160.1	79.2	125.4	108.1
- Apr.-June .	202.6	122.2	188.9	169.5	191.4	85.2	137.5	117.5
- July-Sept..	204.3	109.1	185.7	163.4	189.1	91.5	142.8	123.6
- Oct.-Dec. .	248.3	166.2	219.6	204.1	233.2	118.9	160.7	145.0
1949 - Jan.-Mar. .	169.2	110.1	170.1	152.7	162.3	107.1	136.8	126.2

## B. PERCENTAGE COMPOSITION

1941 - Average ...	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1948 - Jan.-Mar. .	62.9	7.2	29.9	37.1	100.0	31.8	68.2	100.0
- Apr.-June .	63.7	7.3	29.0	36.3	100.0	30.9	69.1	100.0
- July-Sept..	65.2	7.1	27.7	34.8	100.0	31.2	68.8	100.0
- Oct.-Dec. .	64.2	7.7	28.1	35.8	100.0	31.4	68.6	100.0
1949 - Jan.-Mar. .	62.0	8.1	29.9	38.0	100.0	33.0	67.0	100.0

Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	177.0	161.3	273.5	221.9	188.4	126.6	188.6	150.5
- July-Dec. .	234.2	227.6	332.4	284.1	246.7	193.8	302.1	234.9
1948 - Jan.-Mar. .	157.1	145.4	244.0	198.7	167.6	118.5	175.3	140.4
- Apr.-June .	197.0	177.1	303.0	245.2	209.2	126.6	188.6	150.5
- July-Sept..	184.1	157.2	267.7	216.9	192.4	125.6	191.4	151.0
- Oct.-Dec. .	284.6	298.7	398.5	352.4	301.6	193.8	302.1	234.9
1949 - Jan.-Mar. .	169.3	164.5	250.1	210.6	179.7	172.2	198.9	182.3

## B. PERCENTAGE COMPOSITION

1941 - Average ...	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1948 - Jan.-June .	70.3	9.9	19.8	29.7	100.0	51.7	48.3	100.0
- July-Dec. .	71.0	10.7	18.3	29.0	100.0	51.2	48.8	100.0
1948 - Jan.-Mar. .	70.1	10.1	19.8	29.9	100.0	51.9	48.1	100.0
- Apr.-June .	70.4	9.8	19.8	29.6	100.0	51.7	48.3	100.0
- July-Sept..	71.5	9.5	19.0	28.5	100.0	51.0	49.0	100.0
- Oct.-Dec. .	70.7	11.5	17.8	29.3	100.0	51.2	48.8	100.0
1949 - Jan.-Mar. .	70.5	10.6	18.9	29.5	100.0	58.6	41.4	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to</u> receivables at:					
1941 - Dec. 31 .....	6.17	1.07	2.27	168	79
1948 - June 30 .....	6.93	1.33	2.80	135	64
- Dec. 31 .....	6.37	1.33	2.33	135	77
<u>Three month sales to</u> receivables at:					
1948 - Mar. 31 .....	3.30	0.64	1.35	141	67
- June 30 .....	3.84	0.73	1.55	123	58
- Sept. 30 .....	3.53	0.65	1.35	138	67
- Dec. 31 .....	3.89	0.87	1.39	103	65
1949 - Mar. 31 .....	2.93	0.53	1.32	170	68



Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	186.6	61.4	178.7	147.5	178.8	74.1	157.5	135.0
- July-Dec. .	213.7	82.6	202.2	171.1	205.2	108.5	184.8	165.1
1948 - Jan.-Mar. .	170.9	55.0	148.2	123.4	161.4	72.9	134.6	117.8
- Apr.-June .	202.5	67.9	210.0	172.1	196.5	74.1	157.5	135.0
- July-Sept..	160.3	45.6	145.8	119.9	152.4	60.4	129.2	111.7
- Oct.-Dec. .	266.9	118.7	258.4	221.7	257.9	108.5	184.8	165.1
1949 - Jan.-Mar. .	154.9	37.5	164.4	132.2	150.4	37.1	149.1	121.4

## B. PERCENTAGE COMPOSITION

1941 - Average ...	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1948 - Jan.-June .	83.6	1.8	14.6	16.4	100.0	14.8	85.2	100.0
- July-Dec. .	83.5	2.1	14.4	16.5	100.0	16.9	83.1	100.0
1948 - Jan.-Mar. .	84.7	1.8	13.5	15.3	100.0	16.9	83.1	100.0
- Apr.-June .	82.7	1.8	15.5	17.3	100.0	14.8	85.2	100.0
- July-Sept..	84.5	1.5	14.0	15.5	100.0	13.7	86.3	100.0
- Oct.-Dec. .	82.9	2.4	14.7	17.1	100.0	16.9	83.1	100.0
1949 - Jan.-Mar. .	82.8	1.2	16.0	17.2	100.0	7.6	92.4	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to</u> receivables at:					
1941 - Dec. 31 .....	12.10	2.42	2.38	74	76
1948 - June 30 .....	16.17	2.01	2.78	90	65
- Dec. 31 .....	15.63	2.05	2.64	88	68
<u>Three month sales to</u> receivables at:					
1948 - Mar. 31 .....	8.37	0.90	1.36	100	66
- June 30 .....	8.89	1.10	1.62	82	56
- Sept. 30 .....	8.24	0.92	1.34	98	67
- Dec. 31 .....	9.47	1.34	1.67	67	54
1949 - Mar. 31 .....	7.92	1.30	1.37	69	66



Table 4. - Retail Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	185.6	83.5	269.1	208.8	190.9	65.1	208.0	159.8
- July-Dec. .	245.4	100.2	314.3	245.5	245.4	70.6	280.0	210.3
1948 - Jan.-Mar. .	163.4	74.3	250.7	194.1	170.4	60.9	226.8	171.7
- Apr.-June .	208.5	92.8	288.0	223.8	212.0	65.1	208.0	159.8
- July-Sept..	195.4	70.9	246.2	188.9	194.0	53.3	234.9	174.1
- Oct.-Dec. .	294.0	130.4	381.1	301.8	295.7	70.6	280.0	210.3
1949 - Jan.-Mar. .	183.6	114.5	301.5	254.9	196.5	81.2	246.2	204.8

## B. PERCENTAGE COMPOSITION

1941 - Average ...	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1948 - Jan.-June .	75.0	3.2	21.8	25.0	100.0	13.7	86.3	100.0
- July-Dec. .	77.9	2.9	19.2	22.1	100.0	11.2	88.8	100.0
1948 - Jan.-Mar. .	74.0	3.2	22.8	26.0	100.0	11.8	88.2	100.0
- Apr.-June .	75.7	3.3	21.0	24.3	100.0	13.7	86.3	100.0
- July-Sept..	78.3	2.7	19.0	21.7	100.0	10.2	89.8	100.0
- Oct.-Dec. .	77.7	3.0	19.3	22.3	100.0	11.2	88.8	100.0
1949 - Jan.-Mar. .	76.5	3.6	20.9	23.5	100.0	10.0	90.0	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 .....	10.50	2.28	2.36	79	76
1948 - June 30 .....	12.54	2.81	3.09	64	58
- Dec. 31 .....	12.02	2.82	2.63	64	68
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 .....	5.04	1.37	1.30	66	69
- June 30 .....	6.65	1.60	1.61	56	56
- Sept. 30 .....	5.85	1.52	1.24	59	73
- Dec. 31 .....	7.29	1.99	1.58	45	57
1949 - Mar. 31 .....	5.91	1.56	1.37	58	66

Table 5. - Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	187.4	118.0	207.3	161.9	179.0	82.4	169.4	118.4
- July-Dec. .	247.8	164.8	238.7	203.5	233.7	122.7	195.9	156.9
1948 - Jan.-Mar. .	159.0	103.9	173.3	138.2	152.2	76.3	139.8	102.9
- Apr.-June .	216.9	132.3	242.0	186.1	206.6	82.4	169.4	118.4
- July-Sept..	210.5	107.1	187.0	148.0	190.3	98.8	156.6	124.0
- Oct.-Dec. .	284.5	228.0	290.1	261.3	277.3	122.7	195.9	156.9
1949 - Jan.-Mar. .	153.1	112.5	174.0	144.1	150.1	100.4	152.7	123.2

## B. PERCENTAGE COMPOSITION

1941 - Average ...	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1948 - Jan.-June .	70.1	11.1	18.8	29.9	100.0	40.8	59.2	100.0
- July-Dec. .	72.3	10.7	17.0	27.7	100.0	41.6	58.4	100.0
1948 - Jan.-Mar. .	70.2	11.3	18.5	29.8	100.0	43.2	56.8	100.0
- Apr.-June .	70.0	10.9	19.1	30.0	100.0	40.8	59.2	100.0
- July-Sept..	74.8	8.9	16.3	25.2	100.0	44.9	55.1	100.0
- Oct.-Dec. .	70.6	11.9	17.5	29.4	100.0	41.6	58.4	100.0
1949 - Jan.-Mar. .	68.3	12.0	19.7	31.7	100.0	45.8	54.2	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 .....	4.56	1.28	1.74	141	103
1948 - June 30 .....	6.79	1.88	2.15	96	84
- Dec. 31 .....	6.99	1.75	2.09	103	86
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 .....	3.34	0.88	1.09	102	83
- June 30 .....	3.88	1.04	1.25	87	72
- Sept. 30 .....	3.50	0.69	1.03	130	87
- Dec. 31 .....	4.25	1.21	1.27	74	71
1949 - Mar. 31 .....	2.78	0.73	1.01	123	89

Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	153.0	101.9	205.2	135.3	141.1	87.4	210.0	121.0
- July-Dec. .	275.4	268.0	461.6	331.3	310.2	159.1	239.1	181.2
1948 - Jan.-Mar. .	193.2	139.1	198.1	156.9	168.8	118.2	140.1	123.4
- Apr.-June .	111.0	59.8	211.8	112.3	111.9	87.4	210.0	121.0
- July-Sept..	162.2	157.8	338.0	220.8	198.2	128.8	310.6	185.9
- Oct.-Dec. .	379.4	356.3	581.6	425.6	408.6	159.1	239.1	181.2
1949 - Jan.-Mar. .	178.3	142.7	279.3	177.8	178.0	111.1	182.9	130.6

## B. PERCENTAGE COMPOSITION

1941 - Average ...	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1948 - Jan.-June .	35.6	32.9	31.5	64.4	100.0	52.4	47.6	100.0
- July-Dec. .	33.5	36.2	30.3	66.5	100.0	63.7	36.3	100.0
1948 - Jan.-Mar. .	37.4	38.8	23.8	62.6	100.0	72.9	27.1	100.0
- Apr.-June .	32.8	23.4	43.8	67.2	100.0	52.4	47.6	100.0
- July-Sept..	31.6	31.8	36.6	68.4	100.0	47.5	52.5	100.0
- Oct.-Dec. .	34.2	38.1	27.7	65.8	100.0	63.7	36.3	100.0
1949 - Jan.-Mar. .	36.2	38.0	25.8	63.8	100.0	62.0	38.0	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to</u> receivables at:					
1941 - Dec. 31 .....	2.06	1.20	1.40	150	129
1948 - June 30 .....	2.17	1.16	1.58	155	114
- Dec. 31 .....	3.38	1.90	2.81	95	64
<u>Three month sales to</u> receivables at:					
1948 - Mar. 31 .....	1.33	0.71	1.17	127	77
- June 30 .....	0.86	0.39	0.79	231	114
- Sept. 30 .....	1.09	0.73	0.76	123	118
- Dec. 31 .....	2.21	1.32	1.68	68	54
1949 - Mar. 31 .....	1.30	0.80	0.88	113	102



Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	273.1	131.5	305.6	176.1	208.3	55.5	171.9	71.9
- July-Dec. .	305.7	146.7	288.1	185.3	224.4	63.5	133.9	76.2
1948 - Jan.-Mar. .	261.4	119.4	268.8	157.8	191.7	50.4	109.7	60.2
- Apr.-June .	284.8	144.2	344.3	195.2	225.5	55.5	171.9	71.9
- July-Sept..	251.9	130.9	264.8	166.8	194.6	55.9	128.9	68.6
- Oct.-Dec. .	361.1	163.0	311.0	204.0	254.9	63.5	133.9	76.2
1949 - Jan.-Mar. .	261.3	127.4	240.8	160.4	191.7	69.0	118.3	78.9

## B. PERCENTAGE COMPOSITION

1941 - Average ...	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1948 - Jan.-June .	43.5	31.4	25.1	56.5	100.0	66.3	33.7	100.0
- July-Dec. .	44.3	32.1	23.6	55.7	100.0	68.2	31.8	100.0
1948 - Jan.-Mar. .	44.6	31.2	24.2	55.4	100.0	70.0	30.0	100.0
- Apr.-June .	42.6	31.6	25.8	57.4	100.0	66.3	33.7	100.0
- July-Sept..	42.3	33.1	24.6	57.7	100.0	67.3	32.7	100.0
- Oct.-Dec. .	45.9	31.2	22.9	54.1	100.0	68.2	31.8	100.0
1949 - Jan.-Mar. .	42.2	32.5	25.3	57.8	100.0	70.1	29.9	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
<u>Six month sales to receivables at:</u>						
1941 - Dec. 31.....	1.42	0.84	1.48	214	122	(not available)
1948 - June 30 .....	4.61	2.12	3.60	85	50	16.8
- Dec. 31 .....	4.12	1.91	3.15	94	57	17.5
<u>Three month sales to receivables at:</u>						
1948 - Mar. 31 .....	2.47	1.10	1.99	82	45	16.5
- June 30 .....	2.47	1.18	1.90	76	47	17.0
- Sept. 30 .....	2.01	0.99	1.51	91	60	15.0
- Dec. 31 .....	2.35	1.08	1.69	83	53	19.5
1949 - Mar. 31 .....	1.83	0.85	1.55	106	58	19.6



Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	269.2	118.1	180.9	130.9	160.2	70.8	84.9	72.5
- July-Dec. .	309.6	133.6	227.0	150.4	183.6	86.4	110.5	89.4
1948 - Jan.-Mar. .	250.5	102.9	166.7	116.4	144.7	64.2	72.6	65.2
- Apr.-June .	286.7	132.0	195.0	144.5	174.6	70.8	84.9	72.5
- July-Sept..	277.8	115.0	200.1	130.2	160.8	78.8	102.5	81.7
- Oct.-Dec. .	340.4	152.0	253.1	170.2	205.9	86.4	110.5	89.4
1949 - Jan.-Mar. .	243.7	108.9	179.5	122.1	147.2	85.1	97.3	86.7

## B. PERCENTAGE COMPOSITION

1941 - Average ...	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1948 - Jan.-June .	35.6	46.2	18.2	64.4	100.0	86.3	13.7	100.0
- July-Dec. .	35.2	47.3	17.5	64.8	100.0	84.5	15.5	100.0
1948 - Jan.-Mar. .	36.6	44.3	19.1	63.4	100.0	86.3	13.7	100.0
- Apr.-June .	34.7	47.8	17.5	65.3	100.0	86.3	13.7	100.0
- July-Sept..	35.9	46.5	17.6	64.1	100.0	84.8	15.2	100.0
- Oct.-Dec. .	34.7	47.8	17.5	65.3	100.0	84.5	15.5	100.0
1949 - Jan.-Mar. .	34.1	47.7	18.2	65.9	100.0	85.4	14.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
<u>Six month sales to receivables at:</u>						
1941 - Dec. 31 .....	1.16	0.86	1.34	209	134	(not available)
1948 - June 30 .....	2.32	1.24	3.04	145	59	3.0
- Dec. 31 .....	2.36	1.31	2.82	137	64	3.4
<u>Three month sales to receivables at:</u>						
1948 - Mar. 31 .....	1.19	0.61	1.66	148	54	3.1
- June 30 .....	1.26	0.70	1.65	129	55	2.9
- Sept. 30 .....	1.14	0.63	1.31	143	69	3.9
- Dec. 31 .....	1.35	0.77	1.52	117	59	3.0
1949 - Mar. 31 .....	0.96	0.54	1.20	167	75	4.4

Table 9. - Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	210.2	54.1	212.9	178.2	197.5	22.5	159.6	126.6
- July-Dec. .	264.3	125.5	232.7	216.2	247.0	70.8	137.6	124.8
1948 - Jan.-Mar. .	160.3	42.3	161.4	135.4	150.3	12.6	132.3	103.2
- Apr.-June .	256.1	65.4	262.0	219.0	241.5	22.5	159.6	126.6
- July-Sept..	241.3	91.4	236.9	217.3	232.9	63.3	155.2	143.3
- Oct.-Dec. .	289.0	152.1	228.2	215.0	261.9	70.8	137.6	124.8
1949 - Jan.-Mar. .	153.0	123.8	150.2	145.7	150.3	81.5	116.6	109.6

## B. PERCENTAGE COMPOSITION

1941 - Average ...	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1948 - Jan.-June .	64.2	2.4	33.4	35.8	100.0	4.3	95.7	100.0
- July-Dec. .	68.6	2.8	28.6	31.4	100.0	10.9	89.1	100.0
1948 - Jan.-Mar. .	63.9	2.5	33.6	36.1	100.0	3.0	97.0	100.0
- Apr.-June .	64.4	2.3	33.3	35.6	100.0	4.3	95.7	100.0
- July-Sept..	67.2	1.9	30.9	32.8	100.0	5.7	94.3	100.0
- Oct.-Dec. .	69.9	3.7	26.4	30.1	100.0	10.9	89.1	100.0
1949 - Jan.-Mar. .	64.1	5.2	30.7	35.9	100.0	14.9	85.1	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 .....	4.96	1.82	1.74	99	103
1948 - June 30 .....	6.29	3.27	2.21	55	81
- Dec. 31 .....	4.78	1.72	1.38	59	65
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 .....	2.96	2.45	1.03	37	87
- June 30 .....	3.87	2.11	1.35	43	67
- Sept. 30 .....	4.03	1.31	1.32	69	68
- Dec. 31 .....	4.69	1.59	1.39	57	65
1949 - Mar. 31 .....	3.02	1.06	1.09	85	83

Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	149.3	128.1	133.2	130.7	140.6	128.5	109.5	122.3
- July-Dec. .	245.5	254.1	196.1	223.6	235.8	236.9	242.3	238.8
1948 - Jan.-Mar. .	133.8	112.4	119.8	116.1	125.6	124.8	91.8	114.4
- Apr.-June .	164.3	143.7	146.2	145.0	155.3	128.5	109.5	122.3
- July-Sept..	183.5	223.2	117.1	166.6	176.0	179.0	97.1	149.9
- Oct.-Dec. .	307.6	283.7	275.7	279.6	295.1	236.9	242.3	238.8
1949 - Jan.-Mar. .	133.6	163.0	117.3	138.1	135.6	181.2	121.0	159.8

## B. PERCENTAGE COMPOSITION

1941 - Average ...	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1948 - Jan.-June .	56.7	20.9	22.4	43.3	100.0	70.7	29.3	100.0
- July-Dec. .	57.8	22.7	19.5	42.2	100.0	65.1	34.9	100.0
1948 - Jan.-Mar. .	56.9	20.7	22.4	43.1	100.0	74.7	25.3	100.0
- Apr.-June .	56.6	21.1	22.3	43.4	100.0	70.7	29.3	100.0
- July-Sept..	58.1	26.2	15.7	41.9	100.0	77.0	23.0	100.0
- Oct.-Dec. .	57.7	20.6	21.7	42.3	100.0	65.1	34.9	100.0
1949 - Jan.-Mar. .	54.5	24.4	21.1	45.5	100.0	73.1	26.9	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Six month sales to receivables at:</u>					
1941 - Dec. 31 .....	3.70	1.32	2.18	136	83
1948 - June 30 .....	3.99	1.33	2.84	135	63
- Dec. 31 .....	2.27	0.78	1.31	128	97
<u>Three month sales to receivables at:</u>					
1948 - Mar. 31 .....	1.91	0.60	1.51	150	60
- June 30 .....	2.26	0.75	1.53	120	59
- Sept. 30 ....	2.25	0.83	1.35	108	67
- Dec. 31 .....	2.30	0.80	1.31	113	69
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79



Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-June .	182.6	79.8	299.9	167.5	173.7	79.1	209.0	187.9
- July-Dec. .	200.4	74.8	294.0	154.6	174.1	64.4	235.5	192.1
1948 - Jan.-Mar. .	157.0	70.4	297.5	161.9	159.8	57.9	176.2	156.5
- Apr.-June .	216.1	92.1	303.0	175.0	192.1	79.1	209.0	187.9
- July-Sept. .	197.3	68.0	266.1	139.3	163.7	70.6	245.5	198.6
- Oct.-Dec. .	203.5	81.8	321.3	170.0	184.4	64.4	235.5	192.1
1949 - Jan.-Mar. .	138.6	72.7	246.3	133.9	135.9	36.4	228.7	181.6

## B. PERCENTAGE COMPOSITION

1941 - Average ...	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1948 - Jan.-June .	43.4	16.2	40.4	56.6	100.0	6.8	93.2	100.0
- July-Dec. .	49.0	15.7	35.3	51.0	100.0	8.5	91.5	100.0
1948 - Jan.-Mar. .	40.4	15.5	44.1	59.6	100.0	6.2	93.8	100.0
- Apr.-June .	46.8	17.0	36.2	53.2	100.0	6.8	93.2	100.0
- July-Sept. .	50.8	15.4	33.8	49.2	100.0	9.5	90.5	100.0
- Oct.-Dec. .	47.4	16.0	36.6	52.6	100.0	8.5	91.5	100.0
1949 - Jan.-Mar. .	43.0	20.0	37.0	57.0	100.0	4.9	95.1	100.0

## C. INSTALLMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
Six month sales to receivables at:	
1941 - Dec. 31 .....	(not available)
1948 - June 30 .....	66.3
- Dec. 31 .....	57.6
Three month sales to receivables at:	
1948 - Mar. 31 .....	67.4
- June 30 .....	65.2
- Sept. 30 .....	55.2
- Dec. 31 .....	59.6
1949 - Mar. 31 .....	56.3



Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	183.5	111.9	153.8	99.7
- Apr.-June ....	209.0	126.8	174.9	103.1
- July-Sept. ....	218.9	131.0	182.4	101.8
- Oct.-Dec. ....	235.8	148.5	199.6	116.4
1949 - Jan.-Mar. ....	204.9	126.0	169.6	111.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1948 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	69.9	30.1	100.0
- July-Sept. ....	70.2	29.8	100.0
- Oct.-Dec. ....	69.1	30.9	100.0
1949 - Jan.-Mar. ....	66.7	33.3	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	5.00	2.08	43
1948 - Mar. 31 .....	7.71	2.33	39
- June 30 .....	8.48	2.55	35
- Sept. 30 .....	8.96	2.67	34
- Dec. 31 .....	8.57	2.65	34
1949 - Mar. 31 .....	7.14	2.38	38

Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	162.6	142.5	155.9	82.8
- Apr.-June ....	209.7	178.4	199.2	92.3
- July-Sept. ....	235.2	188.1	219.4	97.1
- Oct.-Dec. ....	240.2	194.8	225.0	98.8
1949 - Jan.-Mar. ....	158.4	156.6	157.8	91.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1948 - Jan.-Mar. ....	69.4	30.6	100.0
- Apr.-June ....	70.0	30.0	100.0
- July-Sept. ....	71.3	28.7	100.0
- Oct.-Dec. ....	71.0	29.0	100.0
1949 - Jan.-Mar. ....	67.1	32.9	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	2.32	0.78	115
1948 - Mar. 31 .....	4.37	1.34	67
- June 30 .....	5.00	1.50	60
- Sept. 30 .....	5.24	1.50	60
- Dec. 31 .....	5.28	1.53	59
1949 - Mar. 31 .....	3.99	1.31	69

Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	221.6	190.1	198.3	125.9
- Apr.-June ....	124.5	127.9	127.0	100.6
- July-Sept. ....	163.5	154.8	157.0	120.1
- Oct.-Dec. ....	205.9	172.6	181.2	136.8
1949 - Jan.-Mar. ....	233.9	180.1	193.4	123.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	25.8	74.2	100.0
1948 - Jan.-Mar. ....	28.8	71.2	100.0
- Apr.-June ....	25.3	74.7	100.0
- July-Sept. ....	26.8	73.2	100.0
- Oct.-Dec. ....	29.3	70.7	100.0
1949 - Jan.-Mar. ....	29.9	70.1	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	1.74	1.29	70
1948 - Mar. 31 .....	2.74	1.95	46
- June 30 .....	2.19	1.64	55
- Sept. 30 .....	2.27	1.66	54
- Dec. 31 .....	2.30	1.63	55
1949 - Mar. 31 .....	2.70	1.89	48



Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	217.6	297.1	255.4	166.9
- Apr.-June ....	299.6	322.8	310.6	183.3
- July-Sept. ....	278.2	321.2	298.7	174.2
- Oct.-Dec. ....	236.7	290.7	262.4	159.7
1949 - Jan.-Mar. ....	194.1	217.6	205.7	145.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.4	47.6	100.0
1948 - Jan.-Mar. ....	44.7	55.3	100.0
- Apr.-June ....	50.6	49.4	100.0
- July-Sept. ....	48.9	51.1	100.0
- Oct.-Dec. ....	47.3	52.7	100.0
1949 - Jan.-Mar. ....	48.0	52.0	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	2.13	1.01	89
1948 - Mar. 31 .....	3.27	1.81	50
- June 30 .....	3.62	1.79	50
- Sept. 30 .....	3.66	1.87	48
- Dec. 31 .....	3.50	1.85	49
1949 - Mar. 31 .....	3.02	1.57	57

Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	130.7	197.8	155.2	153.9
- Apr.-June ....	192.5	236.2	208.5	168.1
- July-Sept. ....	207.7	255.5	225.2	177.5
- Oct.-Dec. ....	185.6	274.7	218.2	172.9
1949 - Jan.-Mar. ....	112.0	220.4	150.1	156.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0
1948 - Jan.-Mar. ....	53.4	46.6	100.0
- Apr.-June ....	58.6	41.4	100.0
- July-Sept. ....	58.5	41.5	100.0
- Oct.-Dec. ....	54.0	46.0	100.0
1949 - Jan.-Mar. ....	48.4	51.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	3.50	1.28	70
1948 - Mar. 31 .....	3.53	1.64	55
- June 30 .....	4.34	1.80	50
- Sept. 30 .....	4.44	1.84	49
- Dec. 31 .....	4.41	2.03	44
1949 - Mar. 31 .....	3.23	1.67	54

Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	132.3	121.9	130.6	157.2
- Apr.-June ....	167.0	150.9	164.4	189.9
- July-Sept. ....	189.2	158.7	184.3	185.4
- Oct.-Dec. ....	177.7	161.6	175.1	183.6
1949 - Jan.-Mar. ....	124.6	143.7	127.4	157.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1948 - Jan.-Mar. ....	85.1	14.9	100.0
- Apr.-June ....	85.3	14.7	100.0
- July-Sept. ....	86.2	13.8	100.0
- Oct.-Dec. ....	85.2	14.8	100.0
1949 - Jan.-Mar. ....	83.0	17.0	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	15.45	2.47	36
1948 - Mar. 31 .....	12.84	1.92	47
- June 30 .....	13.37	1.97	46
- Sept. 30 .....	15.35	2.12	42
- Dec. 31 .....	14.74	2.18	41
1949 - Mar. 31 .....	12.05	2.05	44



## METHODS .....

This report contains indexes of sales and receivables and percentage composition of sales and receivables. The indexes of cash, instalment and charge sales are based on 1941 (average quarter year 1941=100) and the indexes of instalment and charge receivables are based on December 31, 1941 as 100.

The base figure (1941) was obtained from the Census records and with only a full year's figure available the quarter year base for current periods was obtained by dividing the 1941 figure by 4. Because of this average base, indexes shown reflect seasonal variations for which no adjustment has been made.

The ratio of sales to receivables was obtained by dividing the dollar volume of the respective accounts receivable of the responding firms at the end of the period into the dollar volume of their respective sales during the period. The number of days credit outstanding is the result of dividing these ratios into 90 (days).

The combined trades totals were obtained by weighting the indexes and composition percentages of the different items by the weight of the respective type of sale or receivable for each kind of business as shown in the 1941 Census results. For instance, the sales of men's clothing stores in the 1941 Census formed 2.6% of the sales of the sixteen trades. This weight was applied to the men's clothing total sales indexes for all subsequent periods under review. The other kinds of business weights, in relation to the total for the sixteen trades, were applied to their respective total sales indexes. The sum of the results for each period was then divided by 100 to obtain the weighted index. Cash, instalment, and charge sales for each trade likewise had their own weights, taken from the 1941 Census, which were applied to the respective indexes.



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**RETAIL CONSUMER CREDIT**

Government  
Publications

**SECOND QUARTER, 1949**

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**DOMINION BUREAU OF STATISTICS**  
**DEPARTMENT OF TRADE AND COMMERCE**

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**RETAIL CONSUMER CREDIT**

**SECOND QUARTER, 1949**

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Published by Authority of the Rt. Hon. C. D. Howe  
Minister of Trade and Commerce

Prepared in the Merchandising and Services Section,  
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Dominion Bureau of Statistics, Ottawa

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LIST OF ALLIED PUBLICATIONSANNUAL:

- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade
- Current Trends in Food Distribution

SPECIAL:

- Operating Results Series
  - Independent Stores - 6 bulletins,  
23 trades
  - Wholesalers - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa



## RETAIL CONSUMER CREDIT

### JANUARY 1948 TO JUNE 1949

This bulletin contains the trends in retail consumer credit in sixteen major credit dealing trades on a quarterly basis.

Credit sales of food stores, country general stores, fuel dealers, feed stores, garages and filling stations are largely on the charge account plan. Instalment credit extended by a few of these has been included with charge accounts because the amounts were found to be negligible. Because of their 'cash' policy chain stores have been omitted from the food classification which, for the purpose of this survey, is made up of independent grocery and combination grocery and meat stores.

This study is based on a store sample which differs from the sampling method of the monthly retail sales series. This factor and the exclusion of food chains, do not permit identical indexes of total sales for the two series. The primary function of this survey is the measurement of cash and credit sales and accounts receivable in the trades selected. In this bulletin the results for the first quarter 1949 have been revised and are final but the second quarter figures are subject to revision in the next quarterly bulletin. Newfoundland is not included in the results presented.

#### Change in Indexes from 1948

Sales - Cash sales during the second quarter of 1949 rose 6 per cent above the same period of 1948. The weighted index representing the sixteen trades covered by the survey and based on 1941 as 100.0 stood at 214.5 for the second quarter of this year compared with 202.5 in 1948. Nine of the trades showed increased cash sales and seven recorded decreases. Instalment sales at 146.6 showed the greatest gain (20%) over 1948 with all ten 'instalment' granting trades registering increases. Thirteen of the sixteen trades extended more charge credit to make a 'combined' trades gain of 9 per cent over the 1948 level. The combined index rose from 187.4 to 204.3 in the second 1949 quarter.

Receivables - While total credit sales for the combined trades rose 11.3 per cent, the unpaid accounts from such sales at June 30, 1949 were 17.5 per cent above the amount owing at the same date in 1948. This increase was made up of a gain of 33.3 per cent in instalment receivables and a 10.5 per cent increase in charge accounts outstanding.

Eight of the ten 'instalment' trades reported increased receivables from the 1948 figure and fourteen of the sixteen had greater charge accounts owing.

#### Change in Proportions of Cash and Credit Dealing

A slight drop from 1948 in the proportion of cash and charge business transacted by the 'combined' sixteen trades during the second quarter of 1949 was absorbed by instalment sales. Cash sales accounted for 63.3 per cent of total sales (1941 level=60.8), instalment 8.0 per cent and charge 28.7 per cent.

Eleven of the sixteen trades showed decreased cash ratios and seven of the ten 'instalment' trades increased their instalment portion of sales. The 16 trades were evenly divided with eight increasing and eight decreasing their ratios of charge sales compared with the second quarter of 1948.

Accounts receivable followed the same pattern in composition as did sales, with the instalment type gaining in proportion to total receivables. Their proportion of receivables at June 30, 1948 was 30.9 per cent. This increased to 32.5 per cent in 1949 and charge receivables decreased the same amount.

#### Days Credit Outstanding

The number of days credit outstanding showed little change from June 30, 1948. Four of 9 'instalment' trades experienced a lengthening in the number of days credit outstanding, four lessened the time and one remained even to net a negligible gain of less than one day when calculated as an unweighted average for the nine trades.

Calculated in the same manner, the number of days credit outstanding from charge sales for 15 trades increased almost 2 days from 1948.

Motor vehicle dealers were omitted from the calculation of sales-receivables ratios and days credit outstanding because of the sale of instalment paper to finance companies for which outstanding accounts were not reported.

## RETAIL CONSUMER CREDIT INDEXES OF SALES

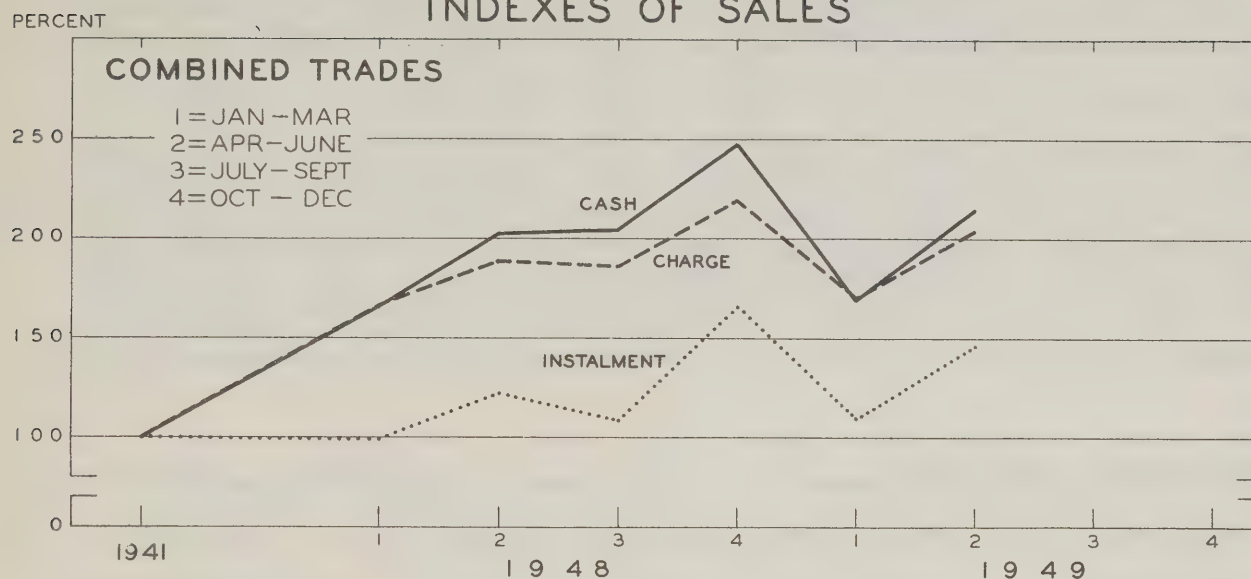


Table 1. - Retail Consumer Credit - Combined Trades

### A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	166.1	99.2	165.1	145.9	159.6	79.2	125.1	108.0
- Apr.-June .	202.5	122.2	187.4	168.4	190.9	85.2	137.2	117.3
- July-Sept..	203.9	109.1	183.9	162.1	188.4	91.5	142.4	123.3
- Oct.-Dec. .	248.2	166.2	218.1	203.0	232.7	118.9	160.2	144.7
1949 - Jan.-Mar. .	170.2	111.4	170.3	153.2	163.8	107.4	138.5	126.9
- Apr.-June .	214.5	146.6	204.3	187.5	205.9	113.6	151.6	137.8

### B. PERCENTAGE COMPOSITION

1941 - Average ...	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1948 - Jan.-Mar. .	62.9	7.2	29.9	37.1	100.0	31.8	68.2	100.0
- Apr.-June .	63.7	7.3	29.0	36.3	100.0	30.9	69.1	100.0
- July-Sept..	65.2	7.1	27.7	34.8	100.0	31.2	68.8	100.0
- Oct.-Dec. .	64.2	7.7	28.1	35.8	100.0	31.4	68.6	100.0
1949 - Jan.-Mar. .	62.9	8.1	29.0	37.1	100.0	33.2	66.8	100.0
- Apr.-June .	63.3	8.0	28.7	36.7	100.0	32.5	67.5	100.0



Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	157.1	145.4	244.0	198.7	167.6	118.5	175.3	140.4
- Apr.-June .	197.0	177.1	303.0	245.2	209.2	126.6	188.6	150.5
- July-Sept. .	184.1	157.2	267.7	216.9	192.4	125.6	191.4	151.0
- Oct.-Dec. .	284.6	298.7	398.5	352.4	301.6	193.8	302.1	234.9
1949 - Jan.-Mar. .	169.5	164.0	250.1	210.4	179.8	172.2	199.0	182.4
- Apr.-June .	207.1	222.7	318.6	274.7	224.1	184.0	219.0	197.5

## B. PERCENTAGE COMPOSITION

1941 - Average ...	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1948 - Jan.-Mar. .	70.1	10.1	19.8	29.9	100.0	51.9	48.1	100.0
- Apr.-June .	70.4	9.8	19.8	29.6	100.0	51.7	48.3	100.0
- July-Sept. .	71.5	9.5	19.0	28.5	100.0	51.0	49.0	100.0
- Oct.-Dec. .	70.7	11.5	17.8	29.3	100.0	51.2	48.8	100.0
1949 - Jan.-Mar. .	70.5	10.6	18.9	29.5	100.0	58.5	41.5	100.0
- Apr.-June .	69.3	11.4	19.3	30.7	100.0	57.4	42.6	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	3.09	0.54	1.14	167	79
1948 - Mar. 31 .....	3.30	0.64	1.35	141	67
- June 30 .....	3.84	0.73	1.55	123	58
- Sept. 30 .....	3.53	0.65	1.35	138	67
- Dec. 31 .....	3.89	0.87	1.39	103	65
1949 - Mar. 31 .....	2.94	0.53	1.32	170	68
- June 30 .....	3.41	0.68	1.52	132	59

Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	170.9	55.0	148.2	123.4	161.4	72.9	134.6	117.8
- Apr.-June .	202.5	67.9	210.0	172.1	196.5	74.1	157.5	135.0
- July-Sept..	160.3	45.6	145.8	119.9	152.4	60.4	129.2	111.7
- Oct.-Dec. .	266.9	118.7	258.4	221.7	257.9	108.5	184.8	165.1
1949 - Jan.-Mar. .	157.9	72.1	164.2	140.3	154.3	94.1	152.7	137.5
- Apr.-June .	213.8	109.7	233.3	200.9	211.2	100.1	174.0	154.7

## B. PERCENTAGE COMPOSITION

1941 - Average ...	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1948 - Jan.-Mar. .	84.7	1.8	13.5	15.3	100.0	16.9	83.1	100.0
- Apr.-June .	82.7	1.8	15.5	17.3	100.0	14.8	85.2	100.0
- July-Sept..	84.5	1.5	14.0	15.5	100.0	13.7	86.3	100.0
- Oct.-Dec. .	82.9	2.4	14.7	17.1	100.0	16.9	83.1	100.0
1949 - Jan.-Mar. .	81.7	2.4	15.9	18.3	100.0	17.7	82.3	100.0
- Apr.-June .	81.0	2.7	16.3	19.0	100.0	16.9	83.1	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	6.05	1.21	1.19	74	76
1948 - Mar. 31 .....	8.37	0.90	1.36	100	66
- June 30 .....	8.89	1.10	1.62	82	56
- Sept. 30 ....	8.24	0.92	1.34	98	67
- Dec. 31 .....	9.47	1.34	1.67	67	54
1949 - Mar. 31 .....	6.85	0.94	1.32	96	68
- June 30 .....	8.37	1.34	1.64	67	55

Table 4. - Retail Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	163.4	74.3	250.7	194.1	170.4	60.9	226.8	171.7
- Apr.-June .	208.5	92.8	288.0	223.8	212.0	65.1	208.0	159.8
- July-Sept..	195.4	70.9	246.2	188.9	194.0	53.3	234.9	174.1
- Oct.-Dec. .	294.0	130.4	381.1	301.8	295.7	70.6	280.0	210.3
1949 - Jan.-Mar. .	181.2	85.1	287.1	223.5	190.3	70.3	268.8	205.1
- Apr.-June .	265.9	104.1	320.8	257.1	264.1	56.9	258.0	196.1

## B. PERCENTAGE COMPOSITION

1941 - Average ...	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1948 - Jan.-Mar. .	74.0	3.2	22.8	26.0	100.0	11.8	88.2	100.0
- Apr.-June .	75.7	3.3	21.0	24.3	100.0	13.7	86.3	100.0
- July-Sept..	78.3	2.7	19.0	21.7	100.0	10.2	89.8	100.0
- Oct.-Dec. .	77.7	3.0	19.3	22.3	100.0	11.2	88.8	100.0
1949 - Jan.-Mar. .	74.8	3.0	22.2	25.2	100.0	11.0	89.0	100.0
- Apr.-June .	79.5	2.4	18.1	20.5	100.0	8.9	91.1	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	5.25	1.14	1.18	79	76
1948 - Mar. 31 .....	5.04	1.37	1.30	66	69
- June 30 .....	6.65	1.60	1.61	56	56
- Sept. 30 .....	5.85	1.52	1.24	59	73
- Dec. 31 .....	7.29	1.99	1.58	45	57
1949 - Mar. 31 .....	4.95	1.35	1.23	67	73
- June 30 .....	7.26	1.98	1.44	45	63



Table 5.- Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	159.0	103.9	173.3	138.2	152.2	76.3	139.8	102.9
- Apr.-June .	216.9	132.3	242.0	186.1	206.6	82.4	169.4	118.4
- July-Sept..	210.5	107.1	187.0	148.0	190.3	98.8	156.6	124.0
- Oct.-Dec. .	284.5	228.0	290.1	261.3	277.3	122.7	195.9	156.9
1949 - Jan.-Mar. .	151.2	106.7	175.2	141.8	148.3	93.6	162.9	123.6
- Apr.-June .	226.3	151.4	277.1	217.5	223.6	93.0	195.0	138.6

## B. PERCENTAGE COMPOSITION

1941 - Average ...	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1948 - Jan.-Mar. .	70.2	11.3	18.5	29.8	100.0	43.2	56.8	100.0
- Apr.-June .	70.0	10.9	19.1	30.0	100.0	40.8	59.2	100.0
- July-Sept..	74.8	8.9	16.3	25.2	100.0	44.9	55.1	100.0
- Oct.-Dec. .	70.6	11.9	17.5	29.4	100.0	41.6	58.4	100.0
1949 - Jan.-Mar. .	70.2	10.9	18.9	29.8	100.0	42.9	57.1	100.0
- Apr.-June .	70.0	9.9	20.1	30.0	100.0	37.1	62.9	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	2.28	0.64	0.87	141	103
1948 - Mar. 31 .....	3.34	0.88	1.09	102	83
- June 30 .....	3.88	1.04	1.25	87	72
- Sept. 30 .....	3.50	0.69	1.03	130	87
- Dec. 31 .....	4.25	1.21	1.27	74	71
- Mar. 31 .....	2.86	0.73	0.95	123	95
- June 30 .....	3.88	1.03	1.24	87	73

Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	193.2	139.1	198.1	156.9	168.8	118.2	140.1	123.4
- Apr.-June .	111.0	59.8	211.8	112.3	111.9	87.4	210.0	121.0
- July-Sept. .	162.2	157.8	338.0	220.8	198.2	128.8	310.6	185.9
- Oct.-Dec. .	379.4	356.3	581.6	425.6	408.6	159.1	239.1	181.2
1949 - Jan.-Mar. .	170.2	135.6	223.4	165.3	167.1	113.6	168.6	130.2
- Apr.-June .	91.2	83.6	216.0	129.0	114.9	116.5	202.0	142.9

## B. PERCENTAGE COMPOSITION

1941 - Average ...	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1948 - Jan.-Mar. .	37.4	38.8	23.8	62.6	100.0	72.9	27.1	100.0
- Apr.-June .	32.8	23.4	43.8	67.2	100.0	52.4	47.6	100.0
- July-Sept. .	31.6	31.8	36.6	68.4	100.0	47.5	52.5	100.0
- Oct.-Dec. .	34.2	38.1	27.7	65.8	100.0	63.7	36.3	100.0
1949 - Jan.-Mar. .	37.3	34.1	28.6	62.7	100.0	61.0	39.0	100.0
- Apr.-June .	29.5	30.0	40.5	70.5	100.0	56.4	43.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.03	0.60	0.70	150	129
1948 - Mar. 31 .....	1.33	0.71	1.17	127	77
- June 30 .....	0.86	0.39	0.79	231	114
- Sept. 30 .....	1.09	0.73	0.76	123	118
- Dec. 31 .....	2.21	1.32	1.68	68	54
1949 - Mar. 31 .....	1.31	0.73	0.96	123	94
- June 30 .....	0.81	0.43	0.75	209	120

Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	261.4	119.4	268.8	157.8	191.7	50.4	109.7	60.2
- Apr.-June .	284.8	144.2	344.3	195.2	225.5	55.5	171.9	71.9
- July-Sept...	251.9	130.9	264.8	166.8	194.6	55.9	128.9	68.6
- Oct.-Dec. .	361.1	163.0	311.0	204.0	254.9	63.5	133.9	76.2
1949 - Jan.-Mar. .	251.4	137.8	247.0	168.9	195.9	69.9	117.9	79.0
- Apr.-June .	251.9	154.3	263.8	185.2	207.1	71.7	139.0	82.9

## B. PERCENTAGE COMPOSITION

1941 - Average ...	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1948 - Jan.-Mar. .	44.6	31.2	24.2	55.4	100.0	70.0	30.0	100.0
- Apr.-June .	42.6	31.6	25.8	57.4	100.0	66.3	33.7	100.0
- July-Sept..	42.3	33.1	24.6	57.7	100.0	67.3	32.7	100.0
- Oct.-Dec. .	45.9	31.2	22.9	54.1	100.0	68.2	31.8	100.0
1949 - Jan.-Mar. .	42.0	33.8	24.2	58.0	100.0	71.6	28.4	100.0
- Apr.-June .	39.9	35.9	24.2	60.1	100.0	72.0	28.0	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
<u>Three month sales to receivables at:</u>						
1941 - Dec. 31 .....	0.71	0.42	0.74	214	122	(not available)
1948 - Mar. 31 .....	2.47	1.10	1.99	82	45	16.5
- June 30 .....	2.47	1.18	1.90	76	47	17.0
- Sept. 30 .....	2.01	0.99	1.51	91	60	15.0
- Dec. 31 .....	2.35	1.08	1.69	83	53	19.5
1949 - Mar. 31 .....	1.82	0.86	1.55	105	58	21.6
- June 30 .....	1.81	0.91	1.57	99	57	20.5



Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	250.5	102.9	166.7	116.4	144.7	64.2	72.6	65.2
- Apr.-June .	286.7	132.0	195.0	144.5	174.6	70.8	84.9	72.5
- July-Sept..	277.8	115.0	200.1	130.2	160.8	78.8	102.5	81.7
- Oct.-Dec. .	340.4	152.0	253.1	170.2	205.9	86.4	110.5	89.4
1949 - Jan.-Mar. .	235.0	113.1	186.9	126.7	149.7	85.8	102.7	87.9
- Apr.-June .	281.6	138.2	234.8	155.5	181.9	91.0	108.7	93.2

## B. PERCENTAGE COMPOSITION

1941 - Average ...	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1948 - Jan.-Mar. .	36.6	44.3	19.1	63.4	100.0	86.3	13.7	100.0
- Apr.-June .	34.7	47.8	17.5	65.3	100.0	86.3	13.7	100.0
- July-Sept..	35.9	46.5	17.6	64.1	100.0	84.8	15.2	100.0
- Oct.-Dec. .	34.7	47.8	17.5	65.3	100.0	84.5	15.5	100.0
1949 - Jan.-Mar. .	33.4	48.5	18.1	66.6	100.0	85.1	14.9	100.0
- Apr.-June .	32.5	49.3	18.2	67.5	100.0	85.4	14.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
<u>Three month sales to receivables at:</u>						
1941 - Dec. 31 .....	0.58	0.43	0.67	209	134	(not available)
1948 - Mar. 31 .....	1.19	0.61	1.66	148	54	3.1
- June 30 .....	1.26	0.70	1.65	129	55	2.9
- Sept. 30 .....	1.14	0.63	1.31	143	69	3.9
- Dec. 31 .....	1.35	0.77	1.52	117	59	3.0
1949 - Mar. 3. ....	0.98	0.56	1.20	161	75	4.5
- June 30 .....	1.14	0.66	1.43	136	63	4.2



Table 9. - Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	160.3	42.3	161.4	135.4	150.3	12.6	132.3	103.2
- Apr.-June .	256.1	65.4	262.0	219.0	241.5	22.5	159.6	126.6
- July-Sept..	241.3	91.4	236.9	217.3	232.9	63.3	155.2	143.3
- Oct.-Dec. .	289.0	152.1	228.2	215.0	261.9	70.8	137.6	124.8
1949 - Jan.-Mar. .	160.2	114.5	156.0	148.7	156.0	78.9	120.5	111.8
- Apr.-June .	275.1	122.9	248.5	232.2	260.1	73.9	162.2	150.5

## B. PERCENTAGE COMPOSITION

1941 - Average ...	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1948 - Jan.-Mar. .	63.9	2.5	33.6	36.1	100.0	3.0	97.0	100.0
- Apr.-June .	64.4	2.3	33.3	35.6	100.0	4.3	95.7	100.0
- July-Sept..	67.2	1.9	30.9	32.8	100.0	5.7	94.3	100.0
- Oct.-Dec. .	69.9	3.7	26.4	30.1	100.0	10.9	89.1	100.0
1949 - Jan.-Mar. .	64.9	4.8	30.3	35.1	100.0	14.7	85.3	100.0
- Apr.-June .	68.9	2.1	29.0	31.1	100.0	6.5	93.5	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	2.48	0.91	0.87	99	103
1948 - Mar. 31 .....	2.96	2.45	1.03	37	87
- June 30 .....	3.87	2.11	1.35	43	67
- Sept. 30 .....	4.03	1.31	1.32	69	68
- Dec. 31 .....	4.69	1.59	1.39	57	65
1949 - Mar. 31 .....	3.09	1.00	1.10	90	82
- June 30 .....	4.35	1.42	1.35	63	67

Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	133.8	112.4	119.8	116.1	125.6	124.8	91.8	114.4
- Apr.-June .	164.3	143.7	146.2	145.0	155.3	128.5	109.5	122.3
- July-Sept..	183.5	223.2	117.1	166.6	176.0	179.0	97.1	149.9
- Oct.-Dec. .	307.6	283.7	275.7	279.6	295.1	236.9	242.3	238.8
1949 - Jan.-Mar. .	132.4	154.0	117.8	134.8	133.5	174.4	118.7	154.8
- Apr.-June .	199.3	200.5	177.7	189.0	194.5	172.0	125.1	156.7

## B. PERCENTAGE COMPOSITION

1941 - Average ...	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1948 - Jan.-Mar. .	56.9	20.7	22.4	43.1	100.0	74.7	25.3	100.0
- Apr.-June .	56.6	21.1	22.3	43.4	100.0	70.7	29.3	100.0
- July-Sept..	58.1	26.2	15.7	41.9	100.0	77.0	23.0	100.0
- Oct.-Dec. .	57.7	20.6	21.7	42.3	100.0	65.1	34.9	100.0
1949 - Jan.-Mar. .	54.7	24.3	21.0	45.3	100.0	73.0	27.0	100.0
- Apr.-June .	55.0	23.7	21.3	45.0	100.0	74.0	26.0	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> <u>receivables at:</u>					
1941 - Dec. 31 .....	1.85	0.66	1.09	136	83
1948 - Mar. 31 .....	1.91	0.60	1.51	150	60
- June 30 .....	2.26	0.75	1.53	120	59
- Sept. 30 .....	2.25	0.83	1.35	108	67
- Dec. 31 .....	2.30	0.80	1.31	113	69
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79
- June 30 .....	2.19	0.79	1.60	114	56

Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	157.0	70.4	297.5	161.9	159.8	57.9	176.2	156.5
- Apr.-June .	216.1	92.1	303.0	175.0	192.1	79.1	209.0	187.9
- July-Sept..	197.3	68.0	266.1	139.3	163.7	70.6	245.5	198.6
- Oct.-Dec. .	203.5	81.8	321.3	170.0	184.4	64.4	235.5	192.1
1949 - Jan.-Mar. .	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June .	276.5	113.4	349.7	198.4	231.6	65.8	262.8	214.9

## B. PERCENTAGE COMPOSITION

1941 - Average ...	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1948 - Jan.-Mar. .	40.4	15.5	44.1	59.6	100.0	6.2	93.8	100.0
- Apr.-June .	46.8	17.0	36.2	53.2	100.0	6.8	93.2	100.0
- July-Sept..	50.8	15.4	33.8	49.2	100.0	9.5	90.5	100.0
- Oct.-Dec. .	47.4	16.0	36.6	52.6	100.0	8.5	91.5	100.0
1949 - Jan.-Mar. .	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June .	50.6	18.1	31.3	49.4	100.0	7.4	92.6	100.0

## C. INSTALLMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1948 - Mar. 31 .....	67.4
- June 30 .....	65.2
- Sept. 30 .....	55.2
- Dec. 31 .....	59.6
1949 - Mar. 31 .....	56.4
- June 30 .....	60.6



Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	183.5	111.9	153.8	99.7
- Apr.-June .....	209.0	126.8	174.9	103.1
- July-Sept. ....	218.9	131.0	182.4	101.8
- Oct.-Dec. ....	235.8	148.5	199.6	116.4
1949 - Jan.-Mar. ....	206.7	124.2	172.1	107.7
- Apr.-June .....	218.1	145.7	189.2	108.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1948 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June .....	69.9	30.1	100.0
- July-Sept. ....	70.2	29.8	100.0
- Oct.-Dec. ....	69.1	30.9	100.0
1949 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June .....	69.3	30.7	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	5.00	2.08	43
1948 - Mar. 31 .....	7.71	2.33	39
- June 30 .....	8.48	2.55	35
- Sept. 30 .....	8.96	2.67	34
- Dec. 31 .....	8.57	2.65	34
1949 - Mar. 31 .....	8.09	2.45	37
- June 30 .....	9.21	2.83	32



Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	162.6	142.5	155.9	82.8
- Apr.-June ....	209.7	178.4	199.2	92.3
- July-Sept. ....	235.2	188.1	219.4	97.1
- Oct.-Dec. ....	240.2	194.8	225.0	98.8
1949 - Jan.-Mar. ....	161.0	157.6	159.9	92.0
- Apr.-June ....	215.9	196.4	209.3	98.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1948 - Jan.-Mar. ....	69.4	30.6	100.0
- Apr.-June ....	70.0	30.0	100.0
- July-Sept. ....	71.3	28.7	100.0
- Oct.-Dec. ....	71.0	29.0	100.0
1949 - Jan.-Mar. ....	67.6	32.4	100.0
- Apr.-June ....	68.4	31.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.32	0.78	115
1948 - Mar. 31 .....	4.37	1.34	67
- June 30 .....	5.00	1.50	60
- Sept. 30 .....	5.24	1.50	60
- Dec. 31 .....	5.28	1.53	59
1949 - Mar. 31 .....	3.96	1.28	70
- June 30 .....	4.53	1.43	63

Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	221.6	190.1	198.3	125.9
- Apr.-June ....	124.5	127.9	127.0	100.6
- July-Sept. ....	163.5	154.8	157.0	120.1
- Oct.-Dec. ....	205.9	172.6	181.2	136.8
1949 - Jan.-Mar. ....	226.6	184.3	195.3	126.2
- Apr.-June ....	97.2	113.5	109.4	103.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	25.8	74.2	100.0
1948 - Jan.-Mar. ....	28.8	71.2	100.0
- Apr.-June ....	25.3	74.7	100.0
- July-Sept. ....	26.8	73.2	100.0
- Oct.-Dec. ....	29.3	70.7	100.0
1949 - Jan.-Mar. ....	30.2	69.8	100.0
- Apr.-June ....	22.5	77.5	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	1.74	1.29	70
1948 - Mar. 31 .....	2.74	1.95	46
- June 30 .....	2.19	1.64	55
- Sept. 30 .....	2.27	1.66	54
- Dec. 31 .....	2.30	1.63	55
1949 - Mar. 31 .....	2.72	1.90	47
- June 30 .....	1.83	1.42	63

Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	214.3	234.7	223.9	155.8
- Apr.-June ....	294.4	262.4	279.3	171.0
- July-Sept. ....	255.9	251.9	254.0	158.1
- Oct.-Dec. ....	230.1	231.3	230.7	143.1
1949 - Jan.-Mar. ....	193.9	223.8	208.0	140.4
- Apr.-June ....	291.9	297.8	294.6	185.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.7	47.3	100.0
1948 - Jan.-Mar. ....	50.5	49.5	100.0
- Apr.-June ....	55.6	44.4	100.0
- July-Sept. ....	53.1	46.9	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1949 - Jan.-Mar. ....	49.5	50.5	100.0
- Apr.-June ....	53.2	46.8	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.11	1.00	90
1948 - Mar. 31 .....	3.04	1.50	60
- June 30 .....	3.45	1.53	59
- Sept. 30 .....	3.39	1.59	57
- Dec. 31 .....	3.41	1.61	56
1949 - Mar. 31 .....	3.09	1.56	58
- June 30 .....	3.54	1.66	54



Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	130.7	197.8	155.2	153.9
- Apr.-June ....	192.5	236.2	208.5	168.1
- July-Sept. ....	207.7	255.5	225.2	177.5
- Oct.-Dec. ....	185.6	274.7	218.2	172.9
1949 - Jan.-Mar. ....	124.5	237.5	164.9	166.2
- Apr.-June ....	191.4	301.5	230.3	216.2

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0
1948 - Jan.-Mar. ....	53.4	46.6	100.0
- Apr.-June ....	58.6	41.4	100.0
- July-Sept. ....	58.5	41.5	100.0
- Oct.-Dec. ....	54.0	46.0	100.0
1949 - Jan.-Mar. ....	48.4	51.6	100.0
- Apr.-June ....	53.7	46.3	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	3.50	1.28	70
1948 - Mar. 31 .....	3.53	1.64	55
- June 30 .....	4.34	1.80	50
- Sept. 30 .....	4.44	1.84	49
- Dec. 31 .....	4.41	2.03	44
1949 - Mar. 31 .....	3.43	1.77	51
- June 30 .....	3.90	1.80	50

Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	132.3	121.9	130.6	157.2
- Apr.-June ....	167.0	150.9	164.4	189.9
- July-Sept. ....	189.2	158.7	184.3	185.4
- Oct.-Dec. ....	177.7	161.6	175.1	183.6
1949 - Jan.-Mar. ....	123.1	131.3	124.4	166.3
- Apr.-June ....	160.5	165.4	161.3	198.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1948 - Jan.-Mar. ....	85.1	14.9	100.0
- Apr.-June ....	85.3	14.7	100.0
- July-Sept. ....	86.2	13.8	100.0
- Oct.-Dec. ....	85.2	14.8	100.0
1949 - Jan.-Mar. ....	83.2	16.8	100.0
- Apr.-June ....	83.1	16.9	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	15.45	2.47	36
1948 - Mar. 31 .....	12.84	1.92	47
- June 30 .....	13.37	1.97	46
- Sept. 30 .....	15.35	2.12	42
- Dec. 31 .....	14.74	2.18	41
1949 - Mar. 31 .....	11.57	1.95	46
- June 30 .....	12.84	2.17	41

## METHODS .....

This report contains indexes of sales and receivables and percentage composition of sales and receivables. The indexes of cash, instalment and charge sales are based on 1941 (average quarter year 1941=100) and the indexes of instalment and charge receivables are based on December 31, 1941 as 100.

The base figure (1941) was obtained from the Census records and with only a full year's figure available the quarter year base for current periods was obtained by dividing the 1941 figure by 4. Because of this average base, indexes shown reflect seasonal variations for which no adjustment has been made.

The ratio of sales to receivables was obtained by dividing the dollar volume of the respective accounts receivable of the responding firms at the end of the period into the dollar volume of their respective sales during the period. The number of days credit outstanding is the result of dividing these ratios into 90 (days).

The combined trades totals were obtained by weighting the indexes and composition percentages of the different items by the weight of the respective type of sale or receivable for each kind of business as shown in the 1941 Census results. For instance, the sales of men's clothing stores in the 1941 Census formed 2.6% of the sales of the sixteen trades. This weight was applied to the men's clothing total sales indexes for all subsequent periods under review. The other kinds of business weights, in relation to the total for the sixteen trades, were applied to their respective total sales indexes. The sum of the results for each period was then divided by 100 to obtain the weighted index. Cash, instalment, and charge sales for each trade likewise had their own weights, taken from the 1941 Census, which were applied to the respective indexes.







63-006

MERCHANDISING FILE "R"

UNIVERSITY OF TORONTO  
DEPT. OF COMMERCIAL STUDIES

GOVERNMENT OF CANADA

*James G. ...*



**RETAIL CONSUMER CREDIT**

Government  
Publications

**THIRD QUARTER, 1949**





**DOMINION BUREAU OF STATISTICS**  
**DEPARTMENT OF TRADE AND COMMERCE**

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Published by Authority of the Rt. Hon. C. D. Howe  
Minister of Trade and Commerce

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Prepared in the Merchandising and Services Section  
of the Industry and Merchandising Division,  
Dominion Bureau of Statistics, Ottawa

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LIST OF ALLIED PUBLICATIONSANNUAL:

- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade
- Current Trends in Food Distribution

SPECIAL:

- Operating Results Series
  - Independent Stores - 6 bulletins,  
23 trades
  - Wholesalers - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa



## RETAIL CONSUMER CREDIT

### THIRD QUARTER, 1949

This bulletin contains the trends in retail consumer credit in sixteen major credit dealing trades on a quarterly basis.

Credit sales of food stores, country general stores, fuel dealers, feed stores, garages and filling stations are largely on the charge account plan. Instalment credit extended by a few of these has been included with charge accounts because the amounts were found to be negligible. Because of their 'cash' policy chain stores have been omitted from the food classification which, for the purpose of this survey, is made up of independent grocery and combination grocery and meat stores.

This study is based on a store sample which differs from that employed in the monthly retail sales series. This factor and the exclusion of food chains do not permit identical indexes of total sales for the two series. The primary function of this survey is the measurement of cash and credit sales and accounts receivable in the trades selected. In this bulletin the results for the second quarter 1949 have been revised and are final but the third quarter figures are subject to revision in the next quarterly bulletin. Newfoundland is not included in the results presented.

#### Change in Proportion of Cash and Credit Dealing

The proportion of cash business transacted by the 'combined' sixteen trades decreased from the 1948 level of 65.2 per cent to 63.6 per cent. This decline in cash business was absorbed by a substantial gain in the proportion of instalment sales and a lesser increase in charge sales.

All trades except women's clothing transacted a smaller proportion of their business on a cash basis than they did during the third quarter of 1948. Eight of the ten trades selling on the instalment plan increased the proportion of instalment sales and nine of the sixteen trades sold a greater proportion on charge account than they did during the third quarter of 1948.

Instalment accounts receivable followed the same pattern as instalment sales with the same eight trades showing an increased proportion of unpaid accounts over September 30, 1948. For the combined trades,

instalment accounts receivable formed 32.2 per cent of total receivables compared with 31.2 per cent at the end of the third quarter of 1948. Charge receivables decreased the same proportion.

#### Change in Indexes from 1948

Sales - Cash sales during the third quarter of 1949 were only fractionally higher (0.3) than for the same period of 1948. Nine of the sixteen trades showed decreased cash sales and seven reported increases. Instalment sales recorded a 25 per cent gain over 1948 with two of the ten 'instalment' trades registering decreases. The greatest rise in instalment sales took place in the jewellery trade with department stores next. Twelve of the sixteen trades increased their charge sales over the third quarter of 1948 to make a 'combined trades' gain of 5 per cent. The combined index rose from 183.9 in 1948 to 193.7 in the third quarter of 1949.

Receivables - Accounts receivable at the end of the third quarter 1949 were 14 per cent above the amount unpaid at September 30, 1948 although credit sales for the same period rose only 9 per cent. This gain in receivables was made up of an increase of 26 per cent in instalment receivables and a 9 per cent gain in charge accounts outstanding.

Eight of the ten 'instalment' trades reported increased receivables compared to 1948 and fourteen of the sixteen trades had more charge accounts unpaid at September 30, 1949 than at the same date in 1948.

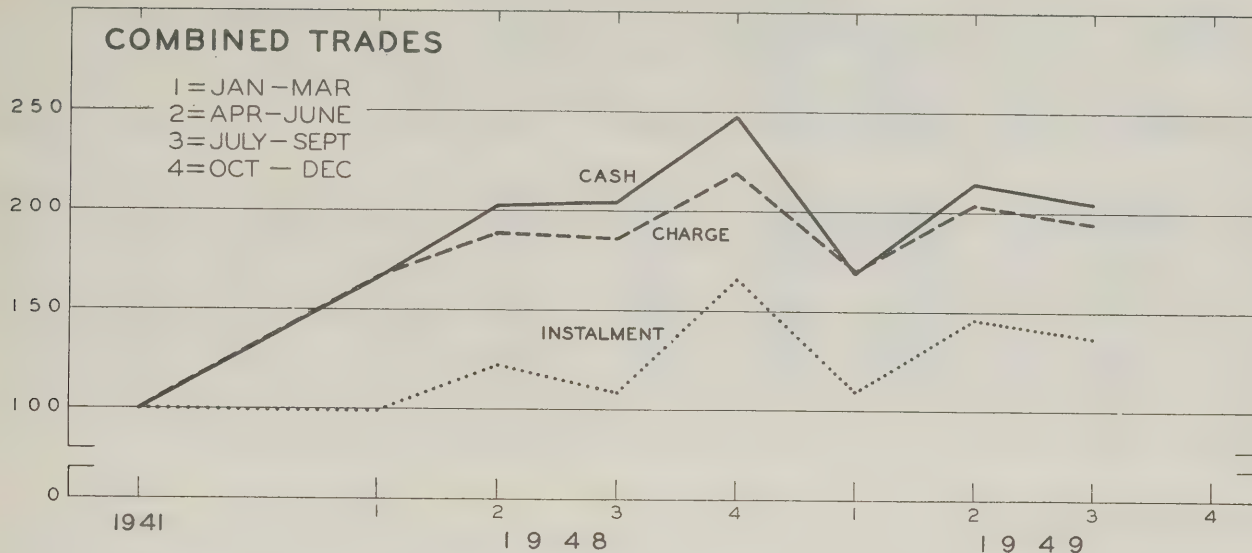
#### Days Credit Outstanding

The number of days credit outstanding generally increased from the same date in 1948 with six of nine instalment trades showing a greater number of days credit outstanding from instalment sales. Eleven of the 15 trades experienced a lengthening in the time taken for payment of charge accounts in the third quarter of 1949 when compared to 1948.

Motor vehicle dealers were omitted from the calculation of sales receivables ratios and days credit outstanding because of the sale of instalment paper to finance companies for which outstanding accounts were not reported.

## RETAIL CONSUMER CREDIT INDEXES OF SALES

PERCENT



**Table 1. - Retail Consumer Credit - Combined Trades**

### A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	166.1	99.2	165.1	145.9	159.6	79.2	125.1	108.0
- Apr.-June .	202.5	122.2	187.4	168.4	190.9	85.2	137.2	117.3
- July-Sept..	203.9	109.1	183.9	162.1	188.4	91.5	142.4	123.3
- Oct.-Dec. .	248.2	166.2	218.1	203.0	232.7	118.9	160.2	144.7
1949 - Jan.-Mar. .	170.2	111.4	170.3	153.2	163.8	107.4	138.5	126.9
- Apr.-June .	215.3	148.6	214.1	187.4	206.6	113.8	154.0	139.3
- July-Sept..	204.5	136.6	193.7	177.1	194.3	115.4	155.1	140.5

### B. PERCENTAGE COMPOSITION

1941 - Average ...	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1948 - Jan.-Mar. .	62.9	7.2	29.9	37.1	100.0	31.8	68.2	100.0
- Apr.-June .	63.7	7.3	29.0	36.3	100.0	30.9	69.1	100.0
- July-Sept..	65.2	7.1	27.7	34.8	100.0	31.2	68.8	100.0
- Oct.-Dec. .	64.2	7.7	28.1	35.8	100.0	31.4	68.6	100.0
1949 - Jan.-Mar. .	62.9	8.1	29.0	37.1	100.0	33.2	66.8	100.0
- Apr.-June .	63.2	8.0	28.8	36.8	100.0	32.7	67.3	100.0
- July-Sept..	63.6	8.3	28.1	36.4	100.0	32.2	67.8	100.0



Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	157.1	145.4	244.0	198.7	167.6	118.5	175.3	140.4
- Apr.-June ....	197.0	177.1	303.0	245.2	209.2	126.6	188.6	150.5
- July-Sept. ....	184.1	157.2	267.7	216.9	192.4	125.6	191.4	151.0
- Oct.-Dec. ....	284.6	298.7	398.5	352.4	301.6	193.8	302.1	234.9
1949 - Jan.-Mar. ....	169.5	164.0	250.1	210.4	179.8	172.2	199.0	182.4
- Apr.-June ....	207.2	218.6	322.9	274.8	224.3	181.4	223.7	197.5
- Jul.-Sept. ....	183.5	191.9	269.7	233.8	196.1	180.0	229.4	198.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1948 - Jan.-Mar. ....	70.1	10.1	19.8	29.9	100.0	51.9	48.1	100.0
- Apr.-June ....	70.4	9.8	19.8	29.6	100.0	51.7	48.3	100.0
- July-Sept. ....	71.5	9.5	19.0	28.5	100.0	51.0	49.0	100.0
- Oct.-Dec. ....	70.7	11.5	17.8	29.3	100.0	51.2	48.8	100.0
1949 - Jan.-Mar. ....	70.5	10.6	18.9	29.5	100.0	58.5	41.5	100.0
- Apr.-June ....	69.1	11.3	19.6	30.9	100.0	56.9	43.1	100.0
- Jul.-Sept. ....	70.0	11.4	18.6	30.0	100.0	56.1	43.9	100.0

## C. SALES - RECEIVABLES RATIO

DAYS CREDIT  
OUTSTANDING

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
Three month sales to receivables at ;					
1941 - Dec. 31 .....	3.09	0.54	1.14	167	79
1948 - Mar. 31 .....	3.30	0.64	1.35	141	67
- June 30 .....	3.84	0.73	1.55	123	58
- Sept. 30 .....	3.53	0.65	1.35	138	67
- Dec. 31 .....	3.89	0.87	1.39	103	65
1949 - Mar. 31 .....	2.94	0.53	1.32	170	68
- June 30 .....	3.38	0.67	1.50	134	60
- Sept. 30 .....	2.94	0.60	1.23	150	73



Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ...	170.9	55.0	148.2	123.4	161.4	72.9	134.6	117.8
- Apr.-June ...	202.5	67.9	210.0	172.1	196.5	74.1	157.5	135.0
- Jul.-Sept. ..	160.3	45.6	145.8	119.9	152.4	60.4	129.2	111.7
- Oct.-Dec. ...	266.9	118.7	258.4	221.7	257.9	108.5	184.8	165.1
1949 - Jan.-Mar. ...	157.9	72.1	164.2	140.3	154.3	94.1	152.7	137.5
- Apr.-June ...	213.9	109.7	232.2	200.5	211.2	100.1	171.8	153.4
- Jul.-Sept. ..	162.2	49.6	160.7	131.9	156.3	77.8	162.2	140.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1948 - Jan.-Mar. ...	84.7	1.8	13.5	15.3	100.0	16.9	83.1	100.0
- Apr.-June ...	82.7	1.8	15.5	17.3	100.0	14.8	85.2	100.0
- Jul.-Sept. ..	84.5	1.5	14.0	15.5	100.0	13.7	86.3	100.0
- Oct.-Dec. ...	82.9	2.4	14.7	17.1	100.0	15.9	83.1	100.0
1949 - Jan.-Mar. ...	81.7	2.4	15.9	18.3	100.0	17.7	82.3	100.0
- Apr.-June ....	81.1	2.7	16.2	18.9	100.0	16.8	83.2	100.0
- Jul.-Sept. ...	83.4	1.6	15.0	16.6	100.0	14.4	85.6	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal-ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	6.05	1.21	1.19	74	76
1948 - Mar. 31 .....	8.37	0.90	1.36	100	66
- June 30 .....	8.89	1.10	1.62	82	56
- Sept. 30 .....	8.24	0.92	1.34	98	67
- Dec. 31 .....	9.47	1.34	1.67	67	54
1949 - Mar. 31 .....	6.85	0.94	1.32	96	68
- June 30 .....	8.41	1.34	1.64	67	55
- Sept. 30 .....	6.84	0.77	1.20	117	75

Table 4. - Retail Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	163.4	74.3	250.7	194.1	170.4	60.9	226.8	171.7
- Apr.-June ....	208.5	92.8	288.0	223.8	212.0	65.1	208.0	159.8
- Jul.-Sept. ....	195.4	70.9	246.2	188.9	194.0	53.3	234.9	174.1
- Oct.-Dec. ....	294.0	130.4	381.1	301.8	295.7	70.6	280.0	210.3
1949 - Jan. Mar. ....	181.2	85.1	287.1	223.5	190.3	70.3	268.8	205.1
- Apr.-June ....	266.0	108.9	331.1	263.3	265.4	65.0	260.8	198.1
- Jul.-Sept. ..	204.7	56.5	231.7	177.8	198.9	41.8	247.9	181.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1948 - Jan.-Mar. ....	74.0	3.2	22.8	26.0	100.0	11.8	88.2	100.0
- Apr.-June ....	75.7	3.3	21.0	24.3	100.0	13.7	86.3	100.0
- Jul.-Sept. ..	78.3	2.7	19.0	21.7	100.0	10.2	89.8	100.0
- Oct.-Dec. ....	77.7	3.0	19.3	22.3	100.0	11.2	88.8	100.0
1949 - Jan.-Mar. ....	74.8	3.0	22.2	25.2	100.0	11.0	89.0	100.0
- Apr.-June ....	79.1	2.6	18.3	20.9	100.0	10.5	89.5	100.0
- Jul.-Sept. ..	80.8	1.8	17.4	19.2	100.0	7.4	92.6	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	5.25	1.14	1.18	79	76
1948 - Mar. 31 .....	5.04	1.37	1.30	66	69
- June 30 .....	6.65	1.60	1.61	56	56
- Sept. 30 .....	5.85	1.52	1.24	59	73
- Dec. 31 .....	7.29	1.99	1.58	45	57
1949 - Mar. 31 .....	4.95	1.35	1.23	67	73
- June 30 .....	7.27	1.83	1.49	49	60
- Sept. 30 .....	5.97	1.51	1.12	60	80

Table 5. - Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	159.0	103.9	173.3	138.2	152.2	76.3	139.8	102.9
- Apr.-June .....	216.9	132.3	242.0	186.1	206.6	82.4	169.4	118.4
- Jul.-Sept. ....	210.5	107.1	187.0	148.0	190.3	98.8	156.6	124.0
- Oct.-Dec. ....	284.5	228.0	290.1	261.3	277.3	122.7	195.9	156.9
1949 - Jan.-Mar. ....	151.2	106.7	175.2	141.8	148.3	93.6	162.9	123.6
- Apr.-June .....	225.9	161.5	265.3	214.5	222.2	102.5	188.4	139.6
- Jul.-Sept. ....	191.9	100.5	200.4	153.5	180.0	71.0	201.7	130.2

## B. PERCENTAGE COMPOSITION

1941 - Average .....	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1948 - Jan.-Mar. ....	70.2	11.3	18.5	29.8	100.0	43.2	56.8	100.0
- Apr.-June .....	70.0	10.9	19.1	30.0	100.0	40.8	59.2	100.0
- Jul.-Sept. ....	74.8	8.9	16.3	25.2	100.0	44.9	55.1	100.0
- Oct.-Dec. ....	70.6	11.9	17.5	29.4	100.0	41.6	58.4	100.0
1949 - Jan.-Mar. ....	70.2	10.9	18.9	29.8	100.0	42.9	57.1	100.0
- Apr.-June .....	69.2	11.3	19.5	30.8	100.0	41.8	58.2	100.0
- Jul.-Sept. ....	73.7	8.1	18.2	26.3	100.0	29.8	70.2	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	2.28	0.64	0.87	141	103
1948 - Mar. 31 .....	3.34	0.88	1.09	102	83
- June 30 .....	3.88	1.04	1.25	87	72
- Sept. 30 .....	3.50	0.69	1.03	130	87
- Dec. 31 .....	4.25	1.21	1.27	74	71
1949 - Mar. 31 .....	2.86	0.73	0.95	123	95
- June 30 .....	3.70	1.00	1.24	90	73
- Sept. 30 .....	3.38	0.92	0.88	98	102



Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ...	193.2	139.1	198.1	156.9	168.8	118.2	140.1	123.4
- Apr.-June ...	111.0	59.8	211.8	112.3	111.9	87.4	210.0	121.0
- July-Sept. ..	162.2	157.8	338.0	220.8	198.2	128.8	310.6	185.9
- Oct.-Dec. ...	379.4	356.3	581.6	425.6	408.6	159.1	239.1	181.2
1949 - Jan.-Mar. ...	170.2	135.6	223.4	165.3	167.1	113.6	168.6	130.2
- Apr.-June ...	82.9	96.5	203.3	131.2	113.1	122.4	205.9	145.7
- Jul.-Sept. ..	123.6	183.4	270.1	214.0	178.0	160.2	282.1	196.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1948 - Jan.-Mar. ...	37.4	38.8	23.8	62.6	100.0	72.9	27.1	100.0
- Apr.-June ...	32.8	23.4	43.8	67.2	100.0	52.4	47.6	100.0
- July-Sept. ..	31.6	31.8	36.6	68.4	100.0	47.5	52.5	100.0
- Oct.-Dec. ...	34.2	38.1	27.7	65.8	100.0	63.7	36.3	100.0
1949 - Jan.-Mar. ...	37.3	34.1	28.6	62.7	100.0	61.0	39.0	100.0
- Apr.-June ...	27.5	36.0	36.5	72.5	100.0	60.6	39.4	100.0
- Jul.-Sept. ..	27.7	40.1	32.2	72.3	100.0	56.9	43.1	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	1.05	0.60	0.70	150	129
1948 - Mar. 31 .....	1.33	0.71	1.17	127	77
- June 30 .....	0.86	0.39	0.79	231	114
- Sept. 30 .....	1.09	0.73	0.76	123	118
- Dec. 31 .....	2.21	1.32	1.68	68	54
1949 - Mar. 31 .....	1.31	0.73	0.96	123	94
- June 30 .....	0.80	0.48	0.74	188	122
- Sept. 30 .....	0.99	0.89	0.74	130	122



Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

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## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	261.4	119.4	268.8	157.8	191.7	50.4	109.7	60.2
- Apr.-June ....	284.8	144.2	344.3	195.2	225.5	55.5	171.9	71.9
- Jul.-Sept. ....	251.9	130.9	264.8	166.8	194.6	55.9	128.9	68.6
- Oct.-Dec. ....	361.1	163.0	311.0	204.0	254.9	63.5	133.9	76.2
1949 - Jan.-Mar. ....	251.4	137.8	247.0	168.9	195.9	69.9	117.9	79.0
- Apr.-June ....	253.6	153.7	249.2	181.6	205.0	71.5	115.8	80.1
- Jul.-Sept. ....	236.1	158.1	229.2	179.8	198.2	74.4	123.9	83.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1948 - Jan.-Mar. ....	44.6	31.2	24.2	55.4	100.0	70.0	30.0	100.0
- Apr.-June ....	42.6	31.6	25.8	57.4	100.0	66.3	33.7	100.0
- Jul.-Sept. ....	42.3	33.1	24.6	57.7	100.0	67.3	32.7	100.0
- Oct.-Dec. ....	45.9	31.2	22.9	54.1	100.0	68.2	31.8	100.0
1949 - Jan.-Mar. ....	42.0	33.8	24.2	58.0	100.0	71.6	28.4	100.0
- Apr.-June ....	40.3	35.8	23.9	59.7	100.0	71.9	28.1	100.0
- Jul.-Sept. ....	38.9	37.3	23.8	61.1	100.0	72.0	28.0	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total (sales incl. cash)	Instal- ment	Charge	DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
				Instal- ment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						
1941 - Dec. 31 .....	0.71	0.42	0.74	214	122	(not available)
1948 - Mar. 31 .....	2.47	1.10	1.99	82	45	16.5
- June 30 .....	2.47	1.18	1.90	76	47	17.0
- Sept. 30 .....	2.01	0.99	1.51	91	60	15.0
- Dec. 31 .....	2.35	1.08	1.69	83	53	19.5
1949 - Mar. 31 .....	1.82	0.86	1.55	105	58	21.6
- June 30 .....	1.84	0.92	1.56	98	58	20.0
- Sept. 30 .....	1.69	0.87	1.43	103	63	18.1

Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	250.5	102.9	166.7	116.4	144.7	64.2	72.6	65.2
- Apr.-June ....	286.7	132.0	195.0	144.5	174.6	70.8	84.9	72.5
- Jul.-Sept. ....	277.8	115.0	200.1	130.2	160.8	78.8	102.5	81.7
- Oct.-Dec. ....	340.4	152.0	253.1	170.2	205.9	86.4	110.5	89.4
1949 - Jan.-Mar. ....	235.0	113.1	186.9	126.7	149.7	85.8	102.7	87.9
- Apr.-June ....	280.2	138.0	235.2	155.6	181.8	91.2	111.0	93.7
- Jul.-Sept. ....	274.0	128.8	231.7	145.7	171.7	94.0	121.0	97.0

## B. PERCENTAGE COMPOSITION

1941 - Average .....	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1948 - Jan.-Mar. ....	36.6	44.3	19.1	63.4	100.0	86.3	13.7	100.0
- Apr.-June ....	34.7	47.8	17.5	65.3	100.0	86.3	13.7	100.0
- July-Sept. ....	35.9	46.5	17.6	64.1	100.0	84.8	15.2	100.0
- Oct.-Dec. ....	34.7	47.8	17.5	65.3	100.0	84.5	15.5	100.0
1949 - Jan.-Mar. ....	33.4	48.5	18.1	66.6	100.0	85.1	14.9	100.0
- Apr.-June ....	32.4	49.1	18.5	67.6	100.0	85.0	15.0	100.0
- Jul.-Sept. ....	32.4	50.0	17.6	67.6	100.0	85.6	14.4	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						
1941 - Dec. 31 .....	0.58	0.43	0.67	209	134	(not available)
1948 - Mar. 31 .....	1.19	0.61	1.66	148	54	3.1
- June 30 .....	1.26	0.70	1.65	129	55	2.9
- Sept. 30 .....	1.14	0.63	1.31	143	69	3.9
- Dec. 31 .....	1.35	0.77	1.52	117	59	3.0
1949 - Mar. 31 .....	0.98	0.56	1.20	161	75	4.5
- June 30 .....	1.14	0.66	1.41	136	64	4.4
- Sept. 30 .....	1.00	0.58	1.23	155	73	4.3

Table 9. - Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	160.3	42.3	161.4	135.4	150.3	12.6	132.3	103.2
- Apr.-June ....	256.1	65.4	262.0	219.0	241.5	22.5	159.6	126.6
- Jul.-Sept. ....	241.3	91.4	236.9	217.3	232.9	63.3	155.2	143.3
- Oct.-Dec. ....	289.0	152.1	228.2	215.0	261.9	70.8	137.6	124.8
1949 - Jan.-Mar. ....	160.2	114.5	156.0	148.7	156.0	78.9	120.5	111.8
- Apr.-June .....	276.0	122.9	249.6	233.4	261.3	73.9	163.6	151.9
- Jul.-Sept. ....	247.3	123.7	239.4	224.1	239.1	75.3	170.9	157.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1948 - Jan.-Mar. ....	63.9	2.5	33.6	36.1	100.0	3.0	97.0	100.0
- Apr.-June ....	64.4	2.3	33.3	35.6	100.0	4.3	95.7	100.0
- Jul.-Sept. ....	67.2	1.9	30.9	32.8	100.0	5.7	94.3	100.0
- Oct.-Dec. ....	69.9	3.7	26.4	30.1	100.0	10.9	89.1	100.0
1949 - Jan.-Mar. ....	64.9	4.8	30.3	35.1	100.0	14.7	85.3	100.0
- Apr.-June ....	69.3	2.0	28.7	30.7	100.0	6.4	93.6	100.0
- Jul.-Sept. ....	66.9	2.4	30.7	33.1	100.0	6.6	93.4	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING	
				Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	2.48	0.91	0.87	99	103
1948 - Mar. 31 .....	2.96	2.45	1.03	37	87
- June 30 .....	3.87	2.11	1.35	43	67
- Sept. 30 .....	4.03	1.31	1.32	69	68
- Dec. 31 .....	4.69	1.59	1.39	57	65
1949 - Mar. 31 .....	3.09	1.00	1.10	90	82
- June 30 .....	4.37	1.42	1.34	63	67
- Sept. 30 .....	3.85	1.41	1.26	64	71



Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ...	133.8	112.4	119.8	116.1	125.6	124.8	91.8	114.4
- Apr.-June ...	164.3	143.7	146.2	145.0	155.3	128.5	109.5	122.3
- Jul.-Sept. ..	183.5	223.2	117.1	166.6	176.0	179.0	97.1	149.9
- Oct.-Dec. ...	307.6	283.7	275.7	279.6	295.1	236.9	242.3	238.8
1949 - Jan.-Mar. ...	132.4	154.0	117.8	134.8	133.5	174.4	118.7	154.8
- Apr.-June ...	198.8	196.8	179.6	188.0	193.9	168.2	128.4	155.0
- Jul.-Sept. ..	203.2	285.3	143.6	211.2	206.9	221.8	117.7	187.2

## B. PERCENTAGE COMPOSITION

1941 - Average .....	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1948 - Jan.-Mar. ...	56.9	20.7	22.4	43.1	100.0	74.7	25.3	100.0
- Apr.-June ...	56.6	21.1	22.3	43.4	100.0	70.7	29.3	100.0
- Jul.-Sept. ..	58.1	26.2	15.7	41.9	100.0	77.0	23.0	100.0
- Oct.-Dec. ...	57.7	20.6	21.7	42.3	100.0	65.1	34.9	100.0
1949 - Jan.-Mar. ...	54.7	24.3	21.0	45.3	100.0	73.0	27.0	100.0
- Apr.-June ...	56.0	22.6	21.4	44.0	100.0	72.6	27.4	100.0
- Jul.-Sept. ..	53.0	30.3	16.7	47.0	100.0	79.2	20.8	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.85	0.66	1.09	136	83
1948 - Mar. 31 .....	1.91	0.60	1.51	150	60
- June 30 .....	2.26	0.75	1.53	120	59
- Sept. 30 .....	2.25	0.83	1.35	108	67
- Dec. 31 .....	2.30	0.80	1.31	113	69
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79
- June 30 .....	2.29	0.79	1.61	114	56
- Sept. 30 .....	2.01	0.85	1.41	106	64



Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ...	157.0	70.4	297.5	161.9	159.8	57.9	176.2	156.5
- Apr.-June ...	216.1	92.1	303.0	175.0	192.1	79.1	209.0	187.9
- Jul.-Sept. ..	197.3	68.0	266.1	139.3	163.7	40.0	245.5	190.8
- Oct.-Dec. ...	203.5	81.8	321.3	170.0	184.4	37.8	235.5	185.4
1949 - Jan.-Mar. ...	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June ...	278.7	119.3	355.2	205.8	237.3	70.0	268.8	219.0
- Jul.-Sept. ..	229.7	100.9	290.6	167.8	194.1	58.5	250.8	200.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1948 - Jan.-Mar. ....	40.4	15.5	44.1	59.6	100.0	6.2	93.8	100.0
- Apr.-June ....	46.8	17.0	36.2	53.2	100.0	6.8	93.2	100.0
- Jul.-Sept. ...	50.8	15.4	33.8	49.2	100.0	5.6	94.4	100.0
- Oct.-Dec. ....	47.4	16.0	36.6	52.6	100.0	5.2	94.8	100.0
1949 - Jan.-Mar. ....	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June ....	50.7	18.1	31.2	49.3	100.0	8.0	92.0	100.0
- Jul.-Sept. ...	50.3	19.3	30.4	49.7	100.0	7.6	92.4	100.0

## C. INSTALMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1948 - Mar. 31 .....	67.4
- June 30 .....	65.2
- Sept. 30 .....	55.2
- Dec. 31 .....	59.6
1949 - Mar. 31 .....	56.4
- June 30 .....	59.8
- Sept. 30 .....	57.4

Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	183.5	111.9	153.8	99.7
- Apr.-June ....	209.0	126.8	174.9	103.1
- Jul.-Sept. ....	218.9	131.0	182.4	101.8
- Oct.-Dec. ....	235.8	148.5	199.6	116.4
1949 - Jan.-Mar. ....	206.7	124.2	172.1	107.7
- Apr.-June ....	216.8	145.2	187.4	117.2
- Jul.-Sept. ....	221.9	142.8	189.1	105.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1948 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	69.9	30.1	100.0
- Jul.-Sept. ....	70.2	29.8	100.0
- Oct.-Dec. ....	69.1	30.9	100.0
1949 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	68.3	31.7	100.0
- Jul.-Sept. ....	68.7	31.3	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	5.00	2.08	43
1948 - Mar. 31 .....	7.71	2.33	39
- June 30 .....	8.48	2.55	35
- Sept. 30 .....	8.96	2.67	34
- Dec. 31 .....	8.57	2.65	34
1949 - Mar. 31 .....	8.09	2.45	37
- June 30 .....	8.07	2.56	35
- Sept. 30 .....	9.00	2.82	32

Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	162.6	142.5	155.9	82.8
- Apr.-June ....	209.7	178.4	199.2	92.3
- Jul.-Sept. ....	235.2	188.1	219.4	97.1
- Oct.-Dec. ....	240.2	194.8	225.0	98.8
1949 - Jan.-Mar. ....	161.0	157.6	159.9	92.0
- Apr.-June ....	216.0	193.5	208.5	101.4
- Jul.-Sept. ....	224.6	204.5	217.6	105.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1948 - Jan.-Mar. ....	69.4	30.6	100.0
- Apr.-June ....	70.0	30.0	100.0
- Jul.-Sept. ....	71.3	28.7	100.0
- Oct.-Dec. ....	71.0	29.0	100.0
1949 - Jan.-Mar. ....	67.6	32.4	100.0
- Apr.-June ....	69.2	30.8	100.0
- Jul.-Sept. ....	67.3	32.7	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	2.32	0.78	115
1948 - Mar. 31 .....	4.37	1.34	67
- June 30 .....	5.00	1.50	60
- Sept. 30 .....	5.24	1.50	60
- Dec. 31 .....	5.28	1.53	59
1949 - Mar. 31 .....	3.96	1.28	70
- June 30 .....	4.44	1.37	66
- Sept. 30 .....	4.41	1.44	62



Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	221.6	190.1	198.3	125.9
- Apr.-June ....	124.5	127.9	127.0	100.6
- Jul.-Sept. ....	163.5	154.8	157.0	120.1
- Oct.-Dec. ....	205.9	172.6	181.2	136.8
1949 - Jan.-Mar. ....	226.6	184.3	195.3	126.2
- Apr.-June ....	96.9	112.6	108.6	103.8
- Jul.-Sept. ....	157.6	157.6	157.6	131.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	25.8	74.2	100.0
1948 - Jan.-Mar. ....	28.8	71.2	100.0
- Apr.-June ....	25.3	74.7	100.0
- Jul.-Sept. ....	26.8	73.2	100.0
- Oct.-Dec. ....	29.3	70.7	100.0
1949 - Jan.-Mar. ....	30.2	69.8	100.0
- Apr.-June ....	22.7	77.3	100.0
- Jul.-Sept. ....	25.3	74.7	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	1.74	1.29	70
1948 - Mar. 31 .....	2.74	1.95	46
- June 30 .....	2.19	1.64	55
- Sept. 30 .....	2.27	1.66	54
- Dec. 31 .....	2.30	1.63	55
1949 - Mar. 31 .....	2.72	1.90	47
- June 30 .....	1.83	1.41	64
- Sept. 30 .....	2.11	1.57	57



Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	214.3	234.7	223.9	155.8
- Apr.-June ....	294.4	262.4	279.3	171.0
- Jul.-Sept. ....	255.9	251.9	254.0	158.1
- Oct.-Dec. ....	230.1	231.3	230.7	143.1
1949 - Jan.-Mar. ....	193.9	223.8	208.0	140.4
- Apr.-June ....	295.1	287.3	291.4	170.0
- Jul.-Sept. ....	238.2	227.3	232.8	171.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.7	47.3	100.0
1948 - Jan.-Mar. ....	50.5	49.5	100.0
- Apr.-June ....	55.6	44.4	100.0
- Jul.-Sept. ....	53.1	46.9	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1949 - Jan.-Mar. ....	49.5	50.5	100.0
- Apr.-June ....	53.3	46.7	100.0
- Jul.-Sept. ....	51.9	48.1	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	2.11	1.00	90
1948 - Mar. 31 .....	3.04	1.50	60
- June 30 .....	3.45	1.53	59
- Sept. 30 .....	3.39	1.59	57
- Dec. 31 .....	3.41	1.61	56
1949 - Mar. 31 .....	3.09	1.56	58
- June 30 .....	3.66	1.71	53
- Sept. 30 .....	2.70	1.30	69

Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	130.7	197.8	155.2	153.9
- Apr.-June ....	192.5	236.2	208.5	168.1
- Jul.-Sept. ....	207.7	255.5	225.2	177.5
- Oct.-Dec. ....	185.6	274.7	218.2	172.9
1949 - Jan.-Mar. ....	124.5	237.5	164.9	166.2
- Apr.-June ....	203.7	287.3	235.3	214.4
- Jul.-Sept. ....	210.2	277.0	235.0	185.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0	
1948 - Jan.-Mar. ....	53.4	46.6	100.0	
- Apr.-June ....	58.6	41.4	100.0	
- Jul.-Sept. ....	58.5	41.5	100.0	
- Oct.-Dec. ....	54.0	46.0	100.0	
1949 - Jan.-Mar. ....	48.4	51.6	100.0	
- Apr.-June ....	53.8	46.2	100.0	
- Jul.-Sept. ....	56.2	43.8	100.0	

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
DATE	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	3.50	1.28	70
1948 - Mar. 31 .....	3.53	1.64	55
- June 30 .....	4.34	1.80	50
- Sept. 30 .....	4.44	1.84	49
- Dec. 31 .....	4.41	2.03	44
1949 - Mar. 31 .....	3.43	1.77	51
- June 30 .....	3.94	1.82	49
- Sept. 30 .....	4.45	1.95	46

Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	132.3	121.9	130.6	157.2
- Apr.-June ....	167.0	150.9	164.4	189.9
- Jul.-Sept. ....	189.2	158.7	184.3	185.4
- Oct.-Dec. ....	177.7	161.6	175.1	183.6
1949 - Jan.-Mar. ....	123.1	131.3	124.4	166.3
- Apr.-June ....	165.0	175.0	166.6	210.4
- Jul.-Sept. ....	182.3	169.6	180.3	200.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1948 - Jan.-Mar. ....	85.1	14.9	100.0
- Apr.-June ....	85.3	14.7	100.0
- Jul.-Sept. ....	86.2	13.8	100.0
- Oct.-Dec. ....	85.2	14.8	100.0
1949 - Jan.-Mar. ....	83.2	16.8	100.0
- Apr.-June ....	83.0	17.0	100.0
- Jul.-Sept. ....	85.5	14.5	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge • receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	15.45	2.47	36
1948 - Mar. 31 .....	12.84	1.92	47
- June 30 .....	13.37	1.97	46
- Sept. 30 .....	15.35	2.12	42
- Dec. 31 .....	14.74	2.18	41
1949 - Mar. 31 .....	11.57	1.95	46
- June 30 .....	12.18	2.07	43
- Sept. 30 .....	15.02	2.18	41



## METHODS .....

This report contains indexes of sales and receivables and percentage composition of sales and receivables. The indexes of cash, instalment and charge sales are based on 1941 (average quarter year 1941=100) and the indexes of instalment and charge receivables are based on December 31, 1941 as 100.

The base figure (1941) was obtained from the Census records and with only a full year's figure available the quarter year base for current periods was obtained by dividing the 1941 figure by 4. Because of this average base, indexes shown reflect seasonal variations for which no adjustment has been made.

The ratio of sales to receivables was obtained by dividing the dollar volume of the respective accounts receivable of the responding firms at the end of the period into the dollar volume of their respective sales during the period. The number of days credit outstanding is the result of dividing these ratios into 90 (days).

The combined trades totals were obtained by weighting the indexes and composition percentages of the different items by the weight of the respective type of sale or receivable for each kind of business as shown in the 1941 Census results. For instance, the sales of men's clothing stores in the 1941 Census formed 2.6% of the sales of the sixteen trades. This weight was applied to the men's clothing total sales indexes for all subsequent periods under review. The other kinds of business weights, in relation to the total for the sixteen trades, were applied to their respective total sales indexes. The sum of the results for each period was then divided by 100 to obtain the weighted index. Cash, instalment, and charge sales for each trade likewise had their own weights, taken from the 1941 Census, which were applied to the respective indexes.







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Government  
Publications

# RETAIL CONSUMER CREDIT

FOURTH QUARTER, 1949

<sup>A</sup>  
**D.B.S.**  
PUBLICATION



**DOMINION BUREAU OF STATISTICS**  
**DEPARTMENT OF TRADE AND COMMERCE**

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Published by Authority of the Rt. Hon. C. D. Howe  
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Prepared in the Merchandising and Services Section  
of the Industry and Merchandising Division,  
Dominion Bureau of Statistics, Ottawa

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LIST OF ALLIED PUBLICATIONSANNUAL:

- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade

SPECIAL:

- Operating Results Series
  - Independent Stores - 5 bulletins,  
20 trades
  - Wholesalers - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa

## RETAIL CONSUMER CREDIT

### FOURTH QUARTER, 1949

This bulletin contains the trends in retail consumer credit in sixteen major credit dealing trades on a quarterly basis.

Credit sales of food stores, country general stores, fuel dealers, feed stores, garages and filling stations are largely on the charge account plan. Instalment credit extended by a few of these has been included with charge accounts because the amounts were found to be negligible. Because of their 'cash' policy chain stores have been omitted from the food classification which, for the purpose of this survey, is made up of independent grocery and combination grocery and meat stores.

This study is based on a store sample which differs from that employed in the monthly retail sales series. This factor and the exclusion of food chains do not permit identical indexes of total sales for the two series. The primary function of this survey is the measurement of cash and credit sales and accounts receivable in the trades selected. In this bulletin the results for the third quarter 1949 have been revised and are final but the fourth quarter figures are subject to revision in the next quarterly bulletin. Newfoundland is not included in the results presented.

#### Change in Proportion of Cash and Credit Dealing

The proportion of cash business transacted by the combined sixteen trades during the fourth quarter of 1949 decreased from the 1948 level of 64.2 per cent to 62.9%. This decline in ratio of cash business was mainly absorbed by a gain in the proportion of instalment sales and a lesser increase in charge sales.

Twelve of the sixteen trades contributed to the decline in cash sales while four trades showed greater proportions of cash sales during the last three months of 1949 than during the same period of 1948. Seven of the ten trades selling on the instalment plan increased the proportion of instalment sales and ten of the sixteen trades transacted a greater share of their business on charge account than they did during the last three months of 1948.

Accounts receivable from instalment sales followed the same pattern as instalment sales with a greater proportion of unpaid accounts at December 31, 1949 registered as instalment receivables. Instalment receivables formed 32.7% of total unpaid accounts at the end of 1949 and 31.4% at the end of 1948.

#### Change in Indexes from 1948

Sales - Cash sales during the fourth quarter of 1949 were at a lower level than for the same period of 1948, the index (1941=100) standing at 241.0 compared with 248.2 in 1948. Thirteen of the sixteen trades registered less cash sales and three increased their cash sales over 1948. Instalment sales showed the greatest advance the index being 188.1 as against 166.2 in 1948. Jewellery stores, appliance stores and department stores registered marked increases in instalment sales. The index of charge sales remained unchanged for food stores while nine trades showed increased charge sales over the last quarter of 1948 and six registered decreases. The 'combined trades' index of charge sales rose from 218.1 to 223.5.

Receivables - Accounts receivable at the end of 1949 were 14% higher than at the end of 1948. This increase was made up of a gain of 21% in instalment receivables and a 10% increase in unpaid charge accounts. Nine of the ten 'instalment' trades registered increased receivables with department stores showing the greatest gain. Fifteen of the sixteen trades reported increased charge receivables over the end of 1948.

#### Days Credit Outstanding

The number of days credit outstanding generally increased from the same date of 1948. Six of nine 'instalment' trades showed a greater number of days credit outstanding from instalment sales and twelve of fifteen trades extending charge credit experienced a lengthening in the time taken for payment of charge accounts.

Motor vehicle dealers were omitted from the calculation of sales receivables ratios and days credit outstanding because of the sale of instalment paper to finance companies for which outstanding accounts were not reported.



# RETAIL CONSUMER CREDIT INDEXES OF SALES

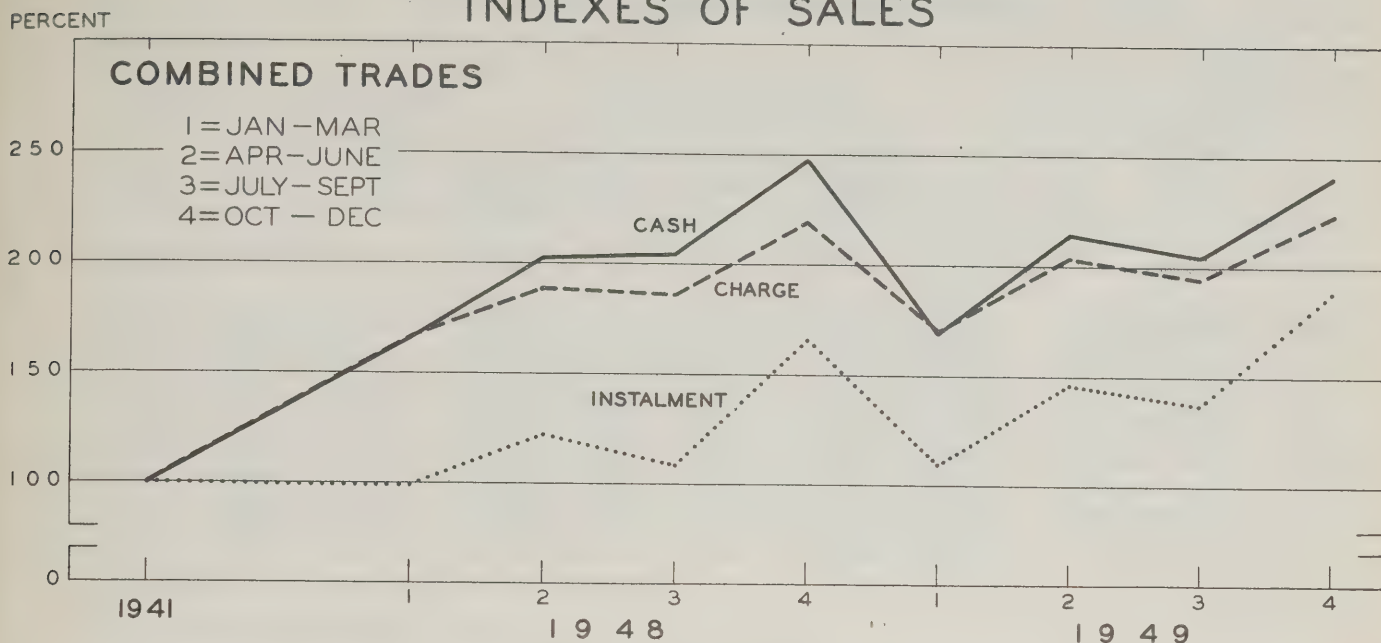


Table 1. - Retail Consumer Credit - Combined Trades

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	166.3	99.2	164.6	145.6	159.6	79.2	125.1	108.0
- Apr.-June .	202.5	122.2	187.4	168.4	190.9	85.2	137.2	117.3
- July-Sept..	204.2	109.1	183.2	161.7	188.4	91.5	142.4	123.3
- Oct.-Dec. .	248.2	166.2	218.1	203.0	232.7	118.9	160.2	144.7
1949 - Jan.-Mar. .	170.2	111.4	170.3	153.2	163.8	107.4	138.5	126.9
- Apr.-June .	215.3	148.6	214.1	187.4	206.6	113.8	154.0	139.3
- July-Sept..	206.0	137.4	191.9	176.1	195.1	117.6	156.8	142.5
- Oct.-Dec. .	241.0	188.1	223.5	213.2	231.7	144.3	176.0	164.3

## B. PERCENTAGE COMPOSITION

1941 - Average ...	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1948 - Jan.-Mar. .	63.0	7.2	29.8	37.0	100.0	31.8	68.2	100.0
- Apr.-June .	63.7	7.3	29.0	36.3	100.0	30.9	69.1	100.0
- July-Sept..	65.3	7.1	27.6	34.7	100.0	31.2	68.8	100.0
- Oct.-Dec. .	64.2	7.7	28.1	35.8	100.0	31.4	68.6	100.0
1949 - Jan.-Mar. .	62.9	8.1	29.0	37.1	100.0	33.2	66.8	100.0
- Apr.-June .	63.2	8.0	28.8	36.8	100.0	32.7	67.3	100.0
- July-Sept..	64.0	8.3	27.7	36.0	100.0	32.5	67.5	100.0
- Oct.-Dec. .	62.9	8.7	28.4	37.1	100.0	32.7	67.3	100.0

Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	158.0	145.4	238.8	195.9	167.6	118.5	175.3	140.4
- Apr.-June ....	197.0	177.1	303.0	245.2	209.2	126.6	188.6	150.5
- July-Sept. ...	185.4	157.2	260.9	213.2	192.4	125.6	191.4	151.0
- Oct.-Dec. ....	284.6	298.7	398.5	352.4	301.6	193.8	302.1	234.9
1949 - Jan.-Mar. ....	169.5	164.0	250.1	210.4	179.8	172.2	199.0	182.4
- Apr.-June ....	207.2	218.6	322.9	274.8	224.3	181.4	223.7	197.5
- Jul.-Sept. ...	183.5	191.9	269.7	233.8	196.1	180.0	229.4	198.8
- Oct.-Dec. ....	281.0	335.5	422.5	382.4	306.6	236.9	326.7	271.0

## B. PERCENTAGE COMPOSITION

1941 - Average .....	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1948 - Jan.-Mar. ....	70.5	10.1	19.4	29.5	100.0	51.9	48.1	100.0
- Apr.-June ....	70.4	9.8	19.8	29.6	100.0	51.7	48.3	100.0
- July-Sept. ...	72.0	9.5	18.5	28.0	100.0	51.0	49.0	100.0
- Oct.-Dec. ....	70.7	11.5	17.8	29.3	100.0	51.2	48.8	100.0
1949 - Jan.-Mar. ....	70.5	10.6	18.9	29.5	100.0	58.5	41.5	100.0
- Apr.-June ....	69.1	11.3	19.6	30.9	100.0	56.9	43.1	100.0
- Jul.-Sept. ...	70.0	11.4	18.6	30.0	100.0	56.1	43.9	100.0
- Oct.-Dec. ....	68.6	12.7	18.7	31.4	100.0	54.2	45.8	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> receivables at:					
1941 - Dec. 31 .....	3.09	0.54	1.14	167	79
1948 - Mar. 31 .....	3.30	0.64	1.32	141	68
- June 30 .....	3.84	0.73	1.55	123	58
- Sept. 30 .....	3.53	0.65	1.31	138	69
- Dec. 31 .....	3.89	0.87	1.39	103	65
1949 - Mar. 31 .....	2.94	0.53	1.32	170	68
- June 30 .....	3.38	0.67	1.50	134	60
- Sept. 30 .....	2.94	0.60	1.23	150	73
- Dec. 31 .....	3.37	0.79	1.35	114	67

Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	170.9	55.0	148.2	123.4	161.4	72.9	134.6	117.8
- Apr.-June ....	202.5	67.9	210.0	172.1	196.5	74.1	157.5	135.0
- Jul.-Sept. ...	160.3	45.6	145.8	119.9	152.4	60.4	129.2	111.7
- Oct.-Dec. ....	266.9	118.7	258.4	221.7	257.9	108.5	184.8	165.1
1949 - Jan.-Mar. ....	157.9	72.1	164.2	140.3	154.3	94.1	152.7	137.5
- Apr.-June ....	213.9	109.7	232.2	200.5	211.2	100.1	171.8	153.4
- Jul.-Sept. ...	162.3	50.6	159.0	131.3	156.2	81.3	161.4	141.1
- Oct.-Dec. ....	244.3	131.0	261.6	226.5	240.8	124.3	205.0	183.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1948 - Jan.-Mar. ....	84.7	1.8	13.5	15.3	100.0	16.9	83.1	100.0
- Apr.-June ....	82.7	1.8	15.5	17.3	100.0	14.8	85.2	100.0
- Jul.-Sept. ...	84.5	1.5	14.0	15.5	100.0	13.7	86.3	100.0
- Oct.-Dec. ....	82.9	2.4	14.7	17.1	100.0	16.9	83.1	100.0
1949 - Jan.-Mar. ....	81.7	2.4	15.9	18.3	100.0	17.7	82.3	100.0
- Apr.-June ....	81.1	2.7	16.2	18.9	100.0	16.8	83.2	100.0
- Jul.-Sept. ....	83.6	1.6	14.8	16.2	100.0	14.6	85.4	100.0
- Oct.-Dec. ....	81.3	2.9	15.8	18.7	100.0	18.0	82.0	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	6.05	1.21	1.19	74	76
1948 - Mar. 31 .....	8.37	0.90	1.36	100	66
- June 30 .....	8.89	1.10	1.62	82	56
- Sept. 30 .....	8.24	0.92	1.34	98	67
- Dec. 31 .....	9.47	1.34	1.67	67	54
1949 - Mar. 31 .....	6.85	0.94	1.32	96	68
- June 30 .....	8.41	1.34	1.64	67	55
- Sept. 30 .....	6.80	0.75	1.18	120	76
- Dec. 31 .....	8.00	1.29	1.54	70	58



Table 4. - Retail Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	163.4	74.3	250.7	194.1	170.4	60.9	226.8	171.7
- Apr.-June ....	208.5	92.8	288.0	223.8	212.0	65.1	208.0	159.8
- Jul.-Sept. ....	195.4	70.9	246.2	188.9	194.0	53.3	234.9	174.1
- Oct.-Dec. ....	294.0	130.4	381.1	301.8	295.7	70.6	280.0	210.3
1949 - Jan.-Mar. ....	181.2	85.1	287.1	223.5	190.3	70.3	268.8	205.1
- Apr.-June ....	266.0	108.9	331.1	263.3	265.4	65.0	260.8	198.1
- Jul.-Sept. ....	199.7	61.6	233.6	183.2	196.2	44.0	249.1	186.6
- Oct.-Dec. ....	286.8	110.9	354.4	284.1	286.3	53.3	291.8	216.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1948 - Jan.-Mar. ....	74.0	3.2	22.8	26.0	100.0	11.8	88.2	100.0
- Apr.-June ....	75.7	3.3	21.0	24.3	100.0	13.7	86.3	100.0
- Jul.-Sept. ....	78.3	2.7	19.0	21.7	100.0	10.2	89.8	100.0
- Oct.-Dec. ....	77.7	3.0	19.3	22.3	100.0	11.2	88.8	100.0
1949 - Jan.-Mar. ....	74.8	3.0	22.2	25.2	100.0	11.0	89.0	100.0
- Apr.-June ....	79.1	2.6	18.3	20.9	100.0	10.5	89.5	100.0
- Jul.-Sept. ....	79.9	2.0	18.1	20.1	100.0	7.2	92.8	100.0
- Oct.-Dec. ....	79.9	2.3	17.8	20.1	100.0	7.8	92.2	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	5.25	1.14	1.18	79	76
1948 - Mar. 31 .....	5.04	1.37	1.30	66	69
- June 30 .....	6.65	1.60	1.61	56	56
- Sept. 30 .....	5.85	1.52	1.24	59	73
- Dec. 31 .....	7.29	1.99	1.58	45	57
1949 - Mar. 31 .....	4.95	1.35	1.23	67	73
- June 30 .....	7.27	1.83	1.49	49	60
- Sept. 30 .....	5.69	1.57	1.11	57	81
- Dec. 31 .....	7.56	2.20	1.46	41	62

Table 5. - Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	159.0	103.9	173.3	138.2	152.2	76.3	139.8	102.9
- Apr.-June ....	216.9	132.3	242.0	186.1	206.6	82.4	169.4	118.4
- Jul.-Sept. ....	210.5	107.1	187.0	148.0	190.3	98.8	156.6	124.0
- Oct.-Dec. ....	284.5	228.0	290.1	261.3	277.3	122.7	195.9	156.9
1949 - Jan.-Mar. ....	151.2	106.7	175.2	141.8	148.3	93.6	162.9	123.6
- Apr.-June ....	225.9	161.5	265.3	214.5	222.2	102.5	188.4	139.6
- Jul.-Sept. ....	193.0	101.9	194.0	149.6	179.5	92.4	175.1	128.7
- Oct.-Dec. ....	248.6	208.2	302.4	258.3	251.0	123.6	225.2	167.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1948 - Jan.-Mar. ....	70.2	11.3	18.5	29.8	100.0	43.2	56.8	100.0
- Apr.-June ....	70.0	10.9	19.1	30.0	100.0	40.8	59.2	100.0
- Jul.-Sept. ....	74.8	8.9	16.3	25.2	100.0	44.9	55.1	100.0
- Oct.-Dec. ....	70.6	11.9	17.5	29.4	100.0	41.6	58.4	100.0
1949 - Jan.-Mar. ....	70.2	10.9	18.9	29.8	100.0	42.9	57.1	100.0
- Apr.-June ....	69.2	11.3	19.5	30.8	100.0	41.8	58.2	100.0
- Jul.-Sept. ....	74.0	8.5	17.5	26.0	100.0	40.3	59.7	100.0
- Oct.-Dec. ....	68.5	12.6	18.9	31.5	100.0	41.8	58.2	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal-ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	2.28	0.64	0.87	141	103
1948 - Mar. 31 .....	3.34	0.88	1.09	102	83
- June 30 .....	3.88	1.04	1.25	87	72
- Sept. 30 .....	3.50	0.69	1.03	130	87
- Dec. 31 .....	4.25	1.21	1.27	74	71
1949 - Mar. 31 .....	2.86	0.73	0.95	123	95
- June 30 .....	3.70	1.00	1.24	90	73
- Sept. 30 .....	3.34	0.71	0.98	127	92
- Dec. 31 .....	3.66	1.10	1.19	82	76



Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	193.2	139.1	198.1	156.9	168.8	118.2	140.1	123.4
- Apr.-June ....	111.0	59.8	211.8	112.3	111.9	87.4	210.0	121.0
- Jul.-Sept. ...	162.2	157.8	338.0	220.8	198.2	128.8	310.6	185.9
- Oct.-Dec. ....	379.4	356.3	581.6	425.6	408.6	159.1	239.1	181.2
1949 - Jan.-Mar. ....	170.2	135.6	223.4	165.3	167.1	113.6	168.6	130.2
- Apr.-June ....	82.9	96.5	203.3	131.2	113.1	122.4	205.9	145.7
- Jul.-Sept. ...	138.0	185.9	256.4	210.6	182.3	165.4	257.4	193.3
- Oct.-Dec. ....	383.4	329.4	440.3	366.8	373.0	193.7	202.6	196.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1948 - Jan.-Mar. ....	37.4	38.8	23.8	62.6	100.0	72.9	27.1	100.0
- Apr.-June ....	32.8	23.4	43.8	67.2	100.0	52.4	47.6	100.0
- Jul.-Sept. ...	31.6	31.8	36.6	68.4	100.0	47.5	52.5	100.0
- Oct.-Dec. ....	34.2	38.1	27.7	65.8	100.0	63.7	36.3	100.0
1949 - Jan.-Mar. ....	37.3	34.1	28.6	62.7	100.0	61.0	39.0	100.0
- Apr.-June ....	27.5	36.0	36.5	72.5	100.0	60.6	39.4	100.0
- Jul.-Sept. ...	29.5	40.4	30.1	70.5	100.0	59.7	40.3	100.0
- Oct.-Dec. ....	38.3	36.7	25.0	61.7	100.0	69.3	30.7	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.03	0.60	0.70	150	129
1948 - Mar. 31 .....	1.33	0.71	1.17	127	77
- June 30 .....	0.86	0.39	0.79	231	114
- Sept. 30 .....	1.09	0.73	0.76	123	118
- Dec. 31 .....	2.21	1.32	1.68	68	54
1949 - Mar. 31 .....	1.31	0.73	0.96	123	94
- June 30 .....	0.80	0.48	0.74	188	122
- Sept. 30 .....	0.98	0.67	0.73	134	123
- Dec. 31 .....	1.96	1.04	1.59	87	57



Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	261.4	119.4	268.8	157.8	191.7	50.4	109.7	60.2
- Apr.-June ....	284.8	144.2	344.3	195.2	225.5	55.5	171.9	71.9
- Jul.-Sept. ...	251.9	130.9	264.8	166.8	194.6	55.9	128.9	68.6
- Oct.-Dec. ....	361.1	163.0	311.0	204.0	254.9	63.5	133.9	76.2
1949 - Jan.-Mar. ....	251.4	137.8	247.0	168.9	195.9	69.9	117.9	79.0
- Apr.-June ....	253.6	153.7	249.2	181.6	205.0	71.5	115.8	80.1
- Jul.-Sept. ...	243.6	151.3	233.9	174.9	197.1	72.8	125.4	82.4
- Oct.-Dec. ....	339.6	203.2	272.7	221.9	259.9	90.9	150.9	100.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1948 - Jan.-Mar. ....	44.6	31.2	24.2	55.4	100.0	70.0	30.0	100.0
- Apr.-June ....	42.6	31.6	25.8	57.4	100.0	66.3	33.7	100.0
- Jul.-Sept. ...	42.3	33.1	24.6	57.7	100.0	67.3	32.7	100.0
- Oct.-Dec. ....	45.9	31.2	22.9	54.1	100.0	68.2	31.8	100.0
1949 - Jan.-Mar. ....	42.0	33.8	24.2	58.0	100.0	71.6	28.4	100.0
- Apr.-June ....	40.3	35.8	23.9	59.7	100.0	71.9	28.1	100.0
- Jul.-Sept. ...	39.9	37.2	22.9	60.1	100.0	72.2	27.8	100.0
- Oct.-Dec. ....	42.2	38.7	19.1	57.8	100.0	76.9	23.1	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
<u>Three month sales to receivables at:</u>						
1941 - Dec. 31 .....	0.71	0.42	0.74	214	122	(not available)
1948 - Mar. 31 .....	2.47	1.10	1.99	82	45	16.5
- June 30 .....	2.47	1.18	1.90	76	47	17.0
- Sept. 30 .....	2.01	0.99	1.51	91	60	15.0
- Dec. 31 .....	2.35	1.08	1.69	83	53	19.5
1949 - Mar. 31 .....	1.82	0.86	1.55	105	58	21.6
- June 30 .....	1.84	0.92	1.56	98	58	20.0
- Sept. 30 .....	1.71	0.88	1.41	102	64	18.8
- Dec. 31 .....	1.86	0.94	1.55	96	58	14.3

Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	250.5	102.9	166.7	116.4	144.7	64.2	72.6	65.2
- Apr.-June ....	286.7	132.0	195.0	144.5	174.6	70.8	84.9	72.5
- Jul.-Sept. ....	277.8	115.0	200.1	130.2	160.8	78.8	102.5	81.7
- Oct.-Dec. ....	340.4	152.0	253.1	170.2	205.9	86.4	110.5	89.4
1949 - Jan.-Mar. ....	235.0	113.1	186.9	126.7	149.7	85.8	102.7	87.9
- Apr.-June ....	280.2	138.0	235.2	155.6	181.8	91.2	111.0	93.7
- Jul.-Sept. ....	265.4	135.7	241.1	154.1	177.4	97.8	130.7	101.7
- Oct.-Dec. ....	313.7	163.9	278.3	183.7	210.2	105.2	130.0	108.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1948 - Jan.-Mar. ....	36.6	44.3	19.1	63.4	100.0	86.3	13.7	100.0
- Apr.-June ....	34.7	47.8	17.5	65.3	100.0	86.3	13.7	100.0
- Jul.-Sept. ....	35.9	46.5	17.6	64.1	100.0	84.8	15.2	100.0
- Oct.-Dec. ....	34.7	47.8	17.5	65.3	100.0	84.5	15.5	100.0
1949 - Jan.-Mar. ....	33.4	48.5	18.1	66.6	100.0	85.1	14.9	100.0
- Apr.-June ....	32.4	49.1	18.5	67.6	100.0	85.0	15.0	100.0
- Jul.-Sept. ....	31.3	50.0	18.7	68.7	100.0	84.6	15.4	100.0
- Oct.-Dec. ....	30.3	51.4	18.3	69.7	100.0	85.1	14.9	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
<u>Three month sales to receivables at:</u>						
1941 - Dec. 31 .....	0.58	0.43	0.67	209	134	(not available)
1948 - Mar. 31 .....	1.19	0.61	1.66	148	54	3.1
- June 30 .....	1.26	0.70	1.65	129	55	2.9
- Sept. 30 .....	1.14	0.63	1.31	143	69	3.9
- Dec. 31 .....	1.35	0.77	1.52	117	59	3.0
1949 - Mar. 31 .....	0.98	0.56	1.20	161	75	4.5
- June 30 .....	1.14	0.66	1.41	136	64	4.4
- Sept. 30 .....	1.00	0.59	1.23	153	73	4.0
- Dec. 31 .....	1.08	0.65	1.34	138	67	3.3



Table 9. - Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	160.3	42.3	161.4	135.4	150.3	12.6	132.3	103.2
- Apr.-June ....	256.1	65.4	262.0	219.0	241.5	22.5	159.6	126.6
- Jul.-Sept. ....	241.3	91.4	236.9	217.3	232.9	63.3	155.2	143.3
- Oct.-Dec. ....	289.0	152.1	228.2	215.0	261.9	70.8	137.6	124.8
1949 - Jan.-Mar. ....	160.2	114.5	156.0	148.7	156.0	78.9	120.5	111.8
- Apr.-June ....	276.0	122.9	249.6	233.4	261.3	73.9	163.6	151.9
- Jul.-Sept. ....	245.3	132.9	236.7	223.8	237.8	84.3	165.5	155.1
- Oct.-Dec. ....	274.4	162.2	266.2	252.9	266.8	82.4	169.5	158.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1948 - Jan.-Mar. ....	63.9	2.5	33.6	36.1	100.0	3.0	97.0	100.0
- Apr.-June ....	64.4	2.3	33.3	35.6	100.0	4.3	95.7	100.0
- Jul.-Sept. ....	67.2	1.9	30.9	32.8	100.0	5.7	94.3	100.0
- Oct.-Dec. ....	69.9	3.7	26.4	30.1	100.0	10.9	89.1	100.0
1949 - Jan.-Mar. ....	64.9	4.8	30.3	35.1	100.0	14.7	85.3	100.0
- Apr.-June ....	69.3	2.0	28.7	30.7	100.0	6.4	93.6	100.0
- Jul.-Sept. ....	67.1	2.4	30.5	32.9	100.0	7.0	93.0	100.0
- Oct.-Dec. ....	66.6	2.8	30.6	33.4	100.0	6.6	93.4	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal-ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	2.48	0.91	0.87	99	103
1948 - Mar. 31 .....	2.96	2.45	1.03	37	87
- June 30 .....	3.87	2.11	1.35	43	67
- Sept. 30 .....	4.03	1.31	1.32	69	68
- Dec. 31 .....	4.69	1.59	1.39	57	65
1949 - Mar. 31 .....	3.09	1.00	1.10	90	82
- June 30 .....	4.37	1.42	1.34	63	67
- Sept. 30 .....	3.86	1.35	1.26	67	71
- Dec. 31 .....	4.16	1.75	1.36	51	66



Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	133.8	112.4	119.8	116.1	125.6	124.8	91.8	114.4
- Apr.-June ....	164.3	143.7	146.2	145.0	155.3	128.5	109.5	122.3
- Jul.-Sept. ...	183.5	223.2	117.1	166.6	176.0	179.0	97.1	149.9
- Oct.-Dec. ....	307.6	283.7	275.7	279.6	295.1	236.9	242.3	238.8
1949 - Jan.-Mar. ....	132.4	154.0	117.8	134.8	133.5	174.4	118.7	154.8
- Apr.-June ....	198.8	196.8	179.6	188.0	193.9	168.2	128.4	155.0
- Jul.-Sept. ...	203.9	281.7	145.2	209.4	206.4	219.4	117.1	184.1
- Oct.-Dec. ....	352.2	368.3	323.7	344.4	348.7	254.7	251.9	253.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1948 - Jan.-Mar. ....	56.9	20.7	22.4	43.1	100.0	74.7	25.3	100.0
- Apr.-June ....	56.6	21.1	22.3	43.4	100.0	70.7	29.3	100.0
- Jul.-Sept. ...	58.1	26.2	15.7	41.9	100.0	77.0	23.0	100.0
- Oct.-Dec. ....	57.7	20.6	21.7	42.3	100.0	65.1	34.9	100.0
1949 - Jan.-Mar. ....	54.7	24.3	21.0	45.3	100.0	73.0	27.0	100.0
- Apr.-June ....	56.0	22.6	21.4	44.0	100.0	72.6	27.4	100.0
- Jul.-Sept. ...	54.2	29.0	16.8	45.8	100.0	78.1	21.9	100.0
- Oct.-Dec. ....	55.5	22.1	22.4	44.5	100.0	65.6	34.4	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.85	0.66	1.09	136	83
1948 - Mar. 31 .....	1.91	0.60	1.51	150	60
- June 30 .....	2.26	0.75	1.53	120	59
- Sept. 30 .....	2.25	0.83	1.35	108	67
- Dec. 31 .....	2.30	0.80	1.31	113	69
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79
- June 30 .....	2.29	0.79	1.61	114	56
- Sept. 30 .....	2.09	0.85	1.42	106	63
- Dec. 31 .....	2.53	0.96	1.45	94	62

Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	157.0	70.4	297.5	161.9	159.8	57.9	176.2	156.5
- Apr.-June ....	216.1	92.1	303.0	175.0	192.1	79.1	209.0	187.9
- Jul.-Sept. ...	197.3	68.0	266.1	139.3	163.7	40.0	245.5	190.8
- Oct.-Dec. ....	203.5	81.8	321.3	170.0	184.4	37.8	235.5	185.4
1949 - Jan.-Mar. ....	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June ....	278.7	119.3	355.2	205.8	237.3	70.0	268.8	219.0
- Jul.-Sept. ...	233.0	101.6	287.6	168.1	195.7	59.5	254.5	204.7
- Oct.-Dec. ....	200.7	99.4	288.4	167.4	181.7	67.7	241.8	200.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1948 - Jan.-Mar. ....	40.4	15.5	44.1	59.6	100.0	6.2	93.8	100.0
- Apr.-June ....	46.8	17.0	36.2	53.2	100.0	6.8	93.2	100.0
- Jul.-Sept. ...	50.8	15.4	33.8	49.2	100.0	5.6	94.4	100.0
- Oct.-Dec. ....	47.4	16.0	36.6	52.6	100.0	5.2	94.8	100.0
1949 - Jan.-Mar. ....	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June ....	50.7	18.1	31.2	49.3	100.0	8.0	92.0	100.0
- Jul.-Sept. ...	50.6	19.2	30.2	49.4	100.0	7.4	92.6	100.0
- Oct.-Dec. ....	47.5	20.0	32.5	52.5	100.0	8.1	91.9	100.0

## C. INSTALMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1948 - Mar. 31 .....	67.4
- June 30 .....	65.2
- Sept. 30 .....	55.2
- Dec. 31 .....	59.6
1949 - Mar. 31 .....	56.4
- June 30 .....	59.8
- Sept. 30 .....	58.4
- Dec. 31 .....	50.2

Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	183.5	111.9	153.8	99.7
- Apr.-June ....	209.0	126.8	174.9	103.1
- Jul.-Sept. ....	218.9	131.0	182.4	101.8
- Oct.-Dec. ....	235.8	148.5	199.6	116.4
1949 - Jan.-Mar. ....	206.7	124.2	172.1	107.7
- Apr.-June ....	216.8	145.2	187.4	117.2
- Jul.-Sept. ....	224.6	139.0	189.0	111.8
- Oct.-Dec. ....	231.4	148.5	196.5	125.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1948 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	69.9	30.1	100.0
- Jul.-Sept. ....	70.2	29.8	100.0
- Oct.-Dec. ....	69.1	30.9	100.0
1949 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	68.3	31.7	100.0
- Jul.-Sept. ....	69.4	30.6	100.0
- Oct.-Dec. ....	68.2	31.8	100.0

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> receivables at:			
1941 - Dec. 31 .....	5.00	2.08	43
1948 - Mar. 31 .....	7.71	2.33	39
- June 30 .....	8.48	2.55	35
- Sept. 30 .....	8.96	2.67	34
- Dec. 31 .....	8.57	2.65	34
1949 - Mar. 31 .....	8.09	2.45	37
- June 30 .....	8.07	2.56	35
- Sept. 30 .....	8.38	2.56	35
- Dec. 31 .....	7.79	2.48	36



Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	162.6	142.5	155.9	82.8
- Apr.-June ....	209.7	178.4	199.2	92.3
- Jul.-Sept. ....	235.2	188.1	219.4	97.1
- Oct.-Dec. ....	240.2	194.8	225.0	98.8
1949 - Jan.-Mar. ....	161.0	157.6	159.9	92.0
- Apr.-June ....	216.0	193.5	208.5	101.4
- Jul.-Sept. ....	230.3	202.9	221.0	111.5
- Oct.-Dec. ....	230.1	202.5	220.9	111.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1948 - Jan.-Mar. ....	69.4	30.6	100.0
- Apr.-June ....	70.0	30.0	100.0
- Jul.-Sept. ....	71.3	28.7	100.0
- Oct.-Dec. ....	71.0	29.0	100.0
1949 - Jan.-Mar. ....	67.6	32.4	100.0
- Apr.-June ....	69.2	30.8	100.0
- Jul.-Sept. ....	69.1	30.9	100.0
- Oct.-Dec. ....	69.4	30.6	100.0

## C. SALES - RECEIVABLES RATIO

DAYS CREDIT  
OUTSTANDING

Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> receivables at:			
1941 - Dec. 31 .....	2.32	0.78	115
1948 - Mar. 31 .....	4.37	1.34	67
- June 30 .....	5.00	1.50	60
- Sept. 30 .....	5.24	1.50	60
- Dec. 31 .....	5.28	1.53	59
1949 - Mar. 31 .....	3.96	1.28	70
- June 30 .....	4.44	1.37	66
- Sept. 30 .....	4.39	1.36	66
- Dec. 31 .....	4.65	1.42	63

Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	221.6	190.1	198.3	125.9
- Apr.-June ....	124.5	127.9	127.0	100.6
- Jul.-Sept. ....	163.5	154.8	157.0	120.1
- Oct.-Dec. ....	205.9	172.6	181.2	136.8
1949 - Jan.-Mar. ....	226.6	184.3	195.3	126.2
- Apr.-June ....	96.9	112.6	108.6	103.8
- Jul.-Sept. ....	158.2	158.0	158.0	130.7
- Oct.-Dec. ....	204.3	198.6	200.1	157.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	25.8	74.2	100.0
1948 - Jan.-Mar. ....	28.8	71.2	100.0
- Apr.-June ....	25.3	74.7	100.0
- Jul.-Sept. ....	26.8	73.2	100.0
- Oct.-Dec. ....	29.3	70.7	100.0
1949 - Jan.-Mar. ....	30.2	69.8	100.0
- Apr.-June ....	22.7	77.3	100.0
- Jul.-Sept. ....	25.5	74.5	100.0
- Oct.-Dec. ....	26.5	73.5	100.0

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> receivables at:			
1941 - Dec. 31 .....	1.74	1.29	70
1948 - Mar. 31 .....	2.74	1.95	46
- June 30 .....	2.19	1.64	55
- Sept. 30 .....	2.27	1.66	54
- Dec. 31 .....	2.30	1.63	55
1949 - Mar. 31 .....	2.72	1.90	47
- June 30 .....	1.83	1.41	64
- Sept. 30 .....	2.12	1.58	57
- Dec. 31 .....	2.33	1.71	53

Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	214.3	234.7	223.9	155.8
- Apr.-June ....	294.4	262.4	279.3	171.0
- Jul.-Sept. ....	255.9	251.9	254.0	158.1
- Oct.-Dec. ....	230.1	231.3	230.7	143.1
1949 - Jan.-Mar. ....	193.9	223.8	208.0	140.4
- Apr.-June ....	295.1	287.3	291.4	170.0
- Jul.-Sept. ....	237.6	237.2	237.4	172.1
- Oct.-Dec. ....	225.4	225.2	225.3	152.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.7	47.3	100.0
1948 - Jan.-Mar. ....	50.5	49.5	100.0
- Apr.-June ....	55.6	44.4	100.0
- Jul.-Sept. ....	53.1	46.9	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1949 - Jan.-Mar. ....	49.5	50.5	100.0
- Apr.-June ....	53.3	46.7	100.0
- Jul.-Sept. ....	51.8	48.2	100.0
- Oct.-Dec. ....	52.4	47.6	100.0

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.11	1.00	90
1948 - Mar. 31 .....	3.04	1.50	60
- June 30 .....	3.45	1.53	59
- Sept. 30 .....	3.39	1.59	57
- Dec. 31 .....	3.41	1.61	56
1949 - Mar. 31 .....	3.09	1.56	58
- June 30 .....	3.66	1.71	53
- Sept. 30 .....	2.82	1.36	66
- Dec. 31 .....	3.05	1.45	62



Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	130.7	197.8	155.2	153.9
- Apr.-June ....	192.5	236.2	208.5	168.1
- Jul.-Sept. ....	207.7	255.5	225.2	177.5
- Oct.-Dec. ....	185.6	274.7	218.2	172.9
1949 - Jan.-Mar. ....	124.5	237.5	164.9	166.2
- Apr.-June ....	203.7	287.3	235.3	214.4
- Jul.-Sept. ....	211.0	268.2	232.4	194.8
- Oct.-Dec. ....	197.4	236.1	212.1	181.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0
1948 - Jan.-Mar. ....	53.4	46.6	100.0
- Apr.-June ....	58.6	41.4	100.0
- Jul.-Sept. ....	58.5	41.5	100.0
- Oct.-Dec. ....	54.0	46.0	100.0
1949 - Jan.-Mar. ....	48.4	51.6	100.0
- Apr.-June ....	53.8	46.2	100.0
- Jul.-Sept. ....	56.9	43.1	100.0
- Oct.-Dec. ....	57.5	42.5	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	3.50	1.28	70
1948 - Mar. 31 .....	3.53	1.64	55
- June 30 .....	4.34	1.80	50
- Sept. 30 .....	4.44	1.84	49
- Dec. 31 .....	4.41	2.03	44
1949 - Mar. 31 .....	3.43	1.77	51
- June 30 .....	3.94	1.82	49
- Sept. 30 .....	4.37	1.88	48
- Dec. 31 .....	4.30	1.83	49

Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	132.3	121.9	130.6	157.2
- Apr.-June ....	167.0	150.9	164.4	189.9
- Jul.-Sept. ....	189.2	158.7	184.3	185.4
- Oct.-Dec. ....	177.7	161.6	175.1	183.6
1949 - Jan.-Mar. ....	123.1	131.3	124.4	166.3
- Apr.-June ....	165.0	175.0	166.6	210.4
- Jul.-Sept. ....	182.8	171.7	181.1	196.7
- Oct.-Dec. ....	163.6	171.6	165.0	215.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1948 - Jan.-Mar. ....	85.1	14.9	100.0
- Apr.-June ....	85.3	14.7	100.0
- Jul.-Sept. ....	86.2	13.8	100.0
- Oct.-Dec. ....	85.2	14.8	100.0
1949 - Jan.-Mar. ....	83.2	16.8	100.0
- Apr.-June ....	83.0	17.0	100.0
- Jul.-Sept. ....	85.0	15.0	100.0
- Oct.-Dec. ....	82.3	17.7	100.0

DAYS CREDIT  
OUTSTANDING

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	15.45	2.47	36
1948 - Mar. 31 .....	12.84	1.92	47
- June 30 .....	13.37	1.97	46
- Sept. 30 .....	15.35	2.12	42
- Dec. 31 .....	14.74	2.18	41
1949 - Mar. 31 .....	11.57	1.95	46
- June 30 .....	12.18	2.07	43
- Sept. 30 .....	14.08	2.11	43
- Dec. 31 .....	11.84	2.10	43

## METHODS .....

This report contains indexes of sales and receivables and percentage composition of sales and receivables. The indexes of cash, instalment and charge sales are based on 1941 (average quarter year 1941=100) and the indexes of instalment and charge receivables are based on December 31, 1941 as 100.

The base figure (1941) was obtained from the Census records and with only a full year's figure available the quarter year base for current periods was obtained by dividing the 1941 figure by 4. Because of this average base, indexes shown reflect seasonal variations for which no adjustment has been made.

The ratio of sales to receivables was obtained by dividing the dollar volume of the respective accounts receivable of the responding firms at the end of the period into the dollar volume of their respective sales during the period. The number of days credit outstanding is the result of dividing these ratios into 90 (days).

The combined trades totals were obtained by weighting the indexes and composition percentages of the different items by the weight of the respective type of sale or receivable for each kind of business as shown in the 1941 Census results. For instance, the sales of men's clothing stores in the 1941 Census formed 2.6% of the sales of the sixteen trades. This weight was applied to the men's clothing total sales indexes for all subsequent periods under review. The other kinds of business weights, in relation to the total for the sixteen trades, were applied to their respective total sales indexes. The sum of the results for each period was then divided by 100 to obtain the weighted index. Cash, instalment, and charge sales for each trade likewise had their own weights, taken from the 1941 Census, which were applied to the respective indexes.



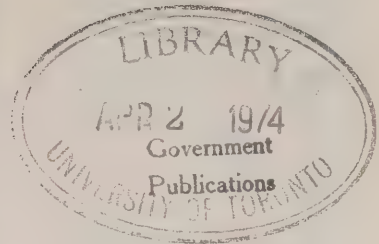




This is not a report or publication, but a statement compiled to meet a limited and special demand

MERCHANDISING FILE 'R'

3-006



RETAIL CONSUMER CREDIT

January 1949 - September 1950

The Statistics on Retail Consumer Credit have been completely revised. The former index series has been replaced by one in which the division of sales, as between cash, instalment and charge accounts, and the figures on balances outstanding against both types of credit business, will be expressed in terms of actual dollar estimates. This new method of reporting will begin with the first quarterly report for 1951.

It was felt that subscribers to this report would be interested in having some notice of the change before the first bulletin on the new basis actually appears. This "Special Compilation" has been prepared with the object of illustrating the extent of the change and the general nature of the results as they will appear in future reports. This introductory statement covers the period to the end of the third quarter of 1950. The final quarter of 1950 and the first quarter results for 1951 will both appear in the next regular bulletin to be issued in the latter part of June.

Table 1 gives a breakdown of total sales and accounts receivable for all retail trades. This table differs from the one on "Combined Trades" in previous reports which dealt with only the sixteen major credit-dealing trades. Estimates for all other retail trades have now been added so that the total retail trade is covered. The percentage composition figures differ considerably as a result of this alteration. Tabulation for specific trades will be confined to the trades which were included in the past.

Table 2 shows less detailed information for four selected trades. The clothing store figures are a combination of men's, women's and family clothing stores which was adopted only for the purpose of this special bulletin. Figures for individual trades will appear in detail similar to that of Table 1 above, in the regular reports to be issued later.



QUARTERLY SALES AND ACCOUNTS RECEIVABLE  
(In millions of dollars)

TABLE 1 - TOTAL RETAIL TRADE

Period	Sales and Percentage Composition						Accounts Receivable (end of period)			
	Cash		Instalment		Charge		Total Sales		Instalment	
	Amount	%	Amount	%	Amount	%			Amount	%
1949 - Jan.-Mar. ...	1,235.4	73.1	98.6	5.8	355.8	21.1	1,689.8		104.7	28.2
Apr.-June ...	1,625.3	73.5	133.8	6.1	451.8	20.4	2,210.9		112.8	27.4
July-Sept. ...	1,615.8	73.9	129.1	5.9	441.6	20.2	2,186.5		115.0	27.7
Oct.-Dec. ...	1,715.9	73.3	153.3	6.6	471.5	20.1	2,340.7		139.8	29.9
Total ...	6,192.4	73.5	514.8	6.1	1,720.7	20.4	8,427.9			
1950 - Jan.-Mar. ...	1,305.9	72.3	129.7	7.2	370.7	20.5	1,806.3		129.5	30.8
Apr.-June ...	1,688.1	72.9	171.4	7.4	455.6	19.7	2,315.1		137.5	30.5
July-Sept. ...	1,766.2	72.7	182.4	7.5	480.0	19.8	2,428.6		144.6	30.4

TABLE 2 - SELECTED TRADES

Period	Department Stores			Clothing Stores			Furniture, Appliances & Radio			Motor Vehicle Dealers		
	Total Sales		Accts(1) Receivable	Total Sales		Accts(1) Receivable	Total Sales		Accts(1) Receivable	Total Sales		Accts(1) Receivable
	Amount	%		Amount	%		Amount	%		Amount	%	
1949 - Jan.-Mar. ...	167.8	47.5	56.2	99.2	18.6	21.7	60.3	34.0	45.1	183.6	92.3	51.4
Apr.-June ...	214.4	63.7	61.4	143.3	25.7	23.3	70.5	40.5	46.9	305.3	132.6	61.1
July-Sept. ...	183.2	53.7	62.3	111.2	17.6	21.5	66.7	38.9	49.9	291.9	127.3	57.4
Oct.-Dec. ...	290.1	88.3	83.7	156.4	28.5	27.3	82.1	47.9	56.3	249.7	115.7	55.8
1950 - Jan.-Mar. ...	167.3	50.5	67.9	86.7	17.0	22.2	59.7	34.9	54.3	286.2	125.7	58.1
Apr.-June ...	210.4	66.1	72.1	128.1	24.1	24.2	75.9	45.2	58.4	374.9	161.7	65.2
July-Sept. ...	194.5	62.3	74.6	112.0	20.2	24.5	76.6	45.5	63.6	392.2	178.9	68.4

(1) As at end of period.

63-006

MERCHANDISING FILE "R"  
Government  
Publications

GOVERNMENT OF CANADA

RETAIL CONSUMER CREDIT  
ANNUAL SUMMARY  
1941, 1948-1950

<sup>R</sup>  
**D.B.S.**  
PUBLICATION

UNIVERSITY OF TORONTO  
POLITICAL ECONOMY





RETAIL CONSUMER CREDIT  
ANNUAL SUMMARY  
1941, 1948-1950

Published by Authority of the RT. HON. C.D. HOWE  
*Minister of Trade and Commerce*

Prepared in the Merchandising and Services Section  
Industry and Merchandising Division  
Dominion Bureau of Statistics, Ottawa

## NOTICE

The Industry and Merchandising Division of the Bureau of Statistics collects and compiles figures on (a) the primary industries in Canada — mining, forestry, and fishing; (b) manufacturing; (c) construction; and (d) merchandising and services.

For the purpose of annual compilation and publication, reports on merchandising and services have been classified as follows:

### Part I — Wholesale Statistics

- A Wholesale Trade, 25¢.
- \* B Operating Results of Food Wholesalers, 25¢.
- \* C Operating Results of Dry Goods, Piece Goods, and Footwear Wholesalers, 25¢.
- \* D Operating Results of Miscellaneous Wholesalers (automotive equipment, drugs, hardware, plumbing and heating equipment), 25¢.

### Part II — Retail Statistics

- E General Review, 25¢.
- F Retail Trade, 50¢.
- G Retail Chain Stores, 50¢.
- \* H Operating Results of Chain Food Stores, 25¢.
- \* I Operating Results of Chain Clothing Stores, 25¢.
- \* J Operating Results of Miscellaneous Chain Stores (variety, drug, furniture), 25¢.
- K Operating Results of Retail Food Stores, 25¢.
- L Operating Results of Retail Clothing Stores, 25¢.
- M Operating Results of Retail Hardware, Furniture, Appliance, and Radio Stores, 25¢.
- N Operating Results of Filling Stations and Garages, 25¢.
- O Operating Results of Miscellaneous Retail Stores, 25¢.
- P Retail Consumer Credit, 25¢.

### Part III — Services and Special Fields

- Q Laundries, Cleaners and Dyers, 25¢.
- R Motion Picture Theatres, Exhibitors, and Distributors, 25¢.
- S Hotels, 25¢.
- T Sales Financing, 25¢.
- U Farm Implement and Equipment Sales, 25¢.
- V New Motor Vehicle Sales and Motor Vehicle Financing, 25¢.

The reports are punched to permit of filing in a ring binder.

\* Biennial reports — not issued for 1950.

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# RETAIL CONSUMER CREDIT

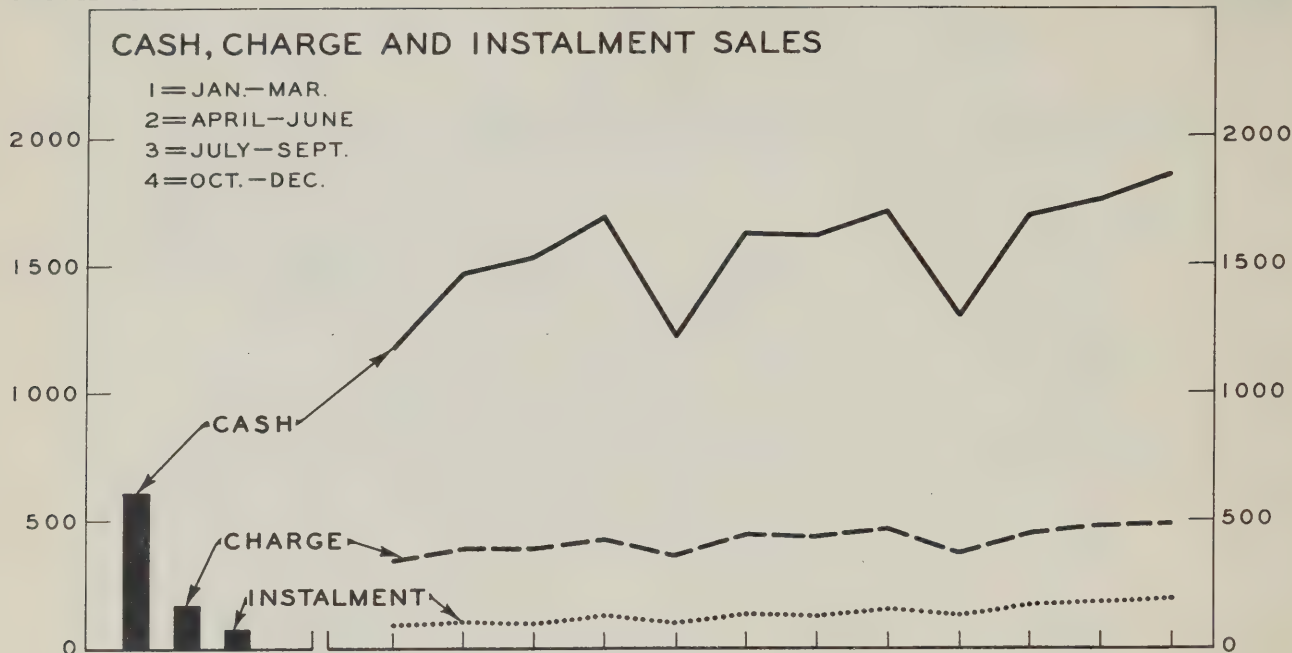
## TOTAL RETAIL TRADE

### 1941, 1948-1950

MILLIONS  
OF DOLLARSMILLIONS  
OF DOLLARS

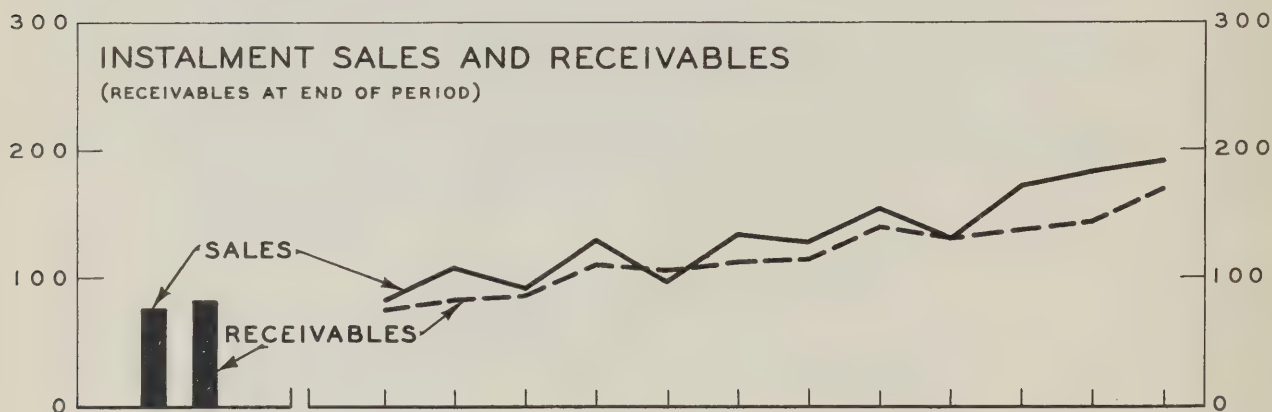
#### CASH, CHARGE AND INSTALMENT SALES

1=JAN.-MAR.  
2=APRIL-JUNE  
3=JULY-SEPT.  
4=OCT.-DEC.



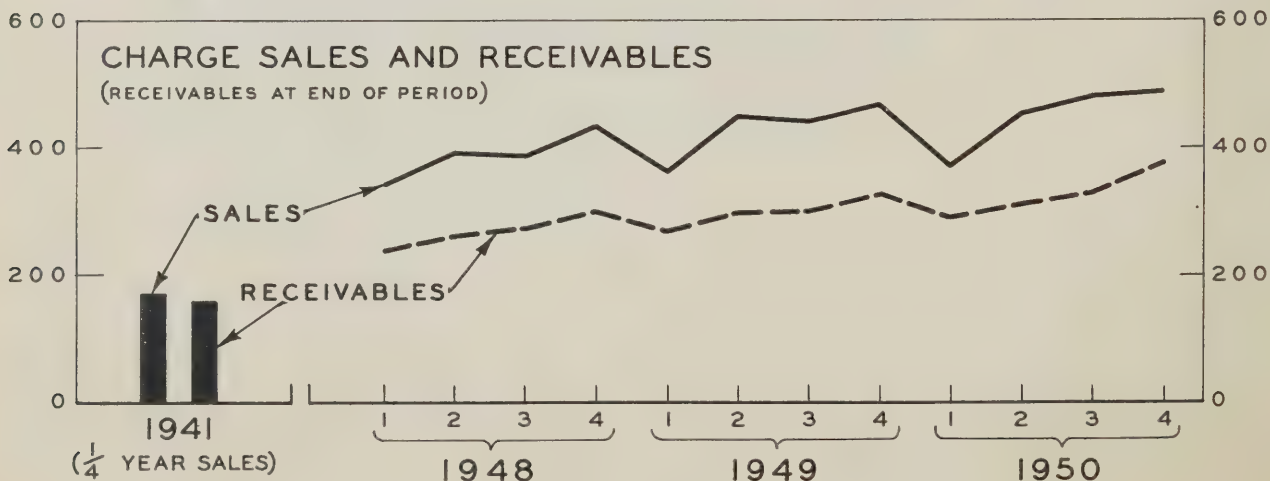
#### INSTALMENT SALES AND RECEIVABLES

(RECEIVABLES AT END OF PERIOD)



#### CHARGE SALES AND RECEIVABLES

(RECEIVABLES AT END OF PERIOD)



(1/4 YEAR SALES)

1948

1949

1950

# RETAIL CONSUMER CREDIT

## INTRODUCTION

This bulletin is the first in which Canada's retail consumer credit statistics appear in the form of dollar estimates. Conversion of the series from an index basis was undertaken as a result of the increasing importance of credit statistics to both business and government. In index form, the statistics for different segments of the retail field could not be so easily examined, in relation to each other, as is possible with a series composed of dollar volume estimates.

The sales estimates for each trade correspond with the official retail sales estimates contained in the regular bulletins of the Dominion Bureau of Statistics entitled "Retail Trade".

Sales of stores in the reporting panel have a high credit content. By the new method of computation, trends for cash, instalment and charge sales are projected against dollar figures derived from 1941 Census results. This has altered the percentage composition pattern, formerly developed from sample

results only, so that credit sales form a smaller percentage of total sales than was the case in the earlier series.

Two kinds of business — "furriers" and "feed stores" — have been dropped from the series because they have no counterpart in the "Retail Trade" reports. "Garage" and "filling stations" are now treated as one trade category to conform with the arrangement in the regular sales estimates. In the consumer credit statistics for grocery and combination stores, only the independent stores are represented. Chain store figures for this trade are included with the "all other trades" group.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with right of repossession. Charge sales include, in addition to the familiar forms of charge account, such specialized types as revolving credit and budgetted charge accounts. No reports from Newfoundland firms are included in this survey.

## SUMMARY OF 1950 RESULTS

**Dollar Estimates** — Of a total retail trade of \$9,087,600,000 in 1950, it is estimated that cash sales were \$6,616,800,000, instalment sales were \$674,400,000, and charge and other credit sales amounted to \$1,796,400,000.

Unpaid accounts on the books of retailers at December 31, 1950 were estimated at \$546,600,000, of which \$169,500,000, were against instalment accounts and the remainder from charge and other forms of credit sale.

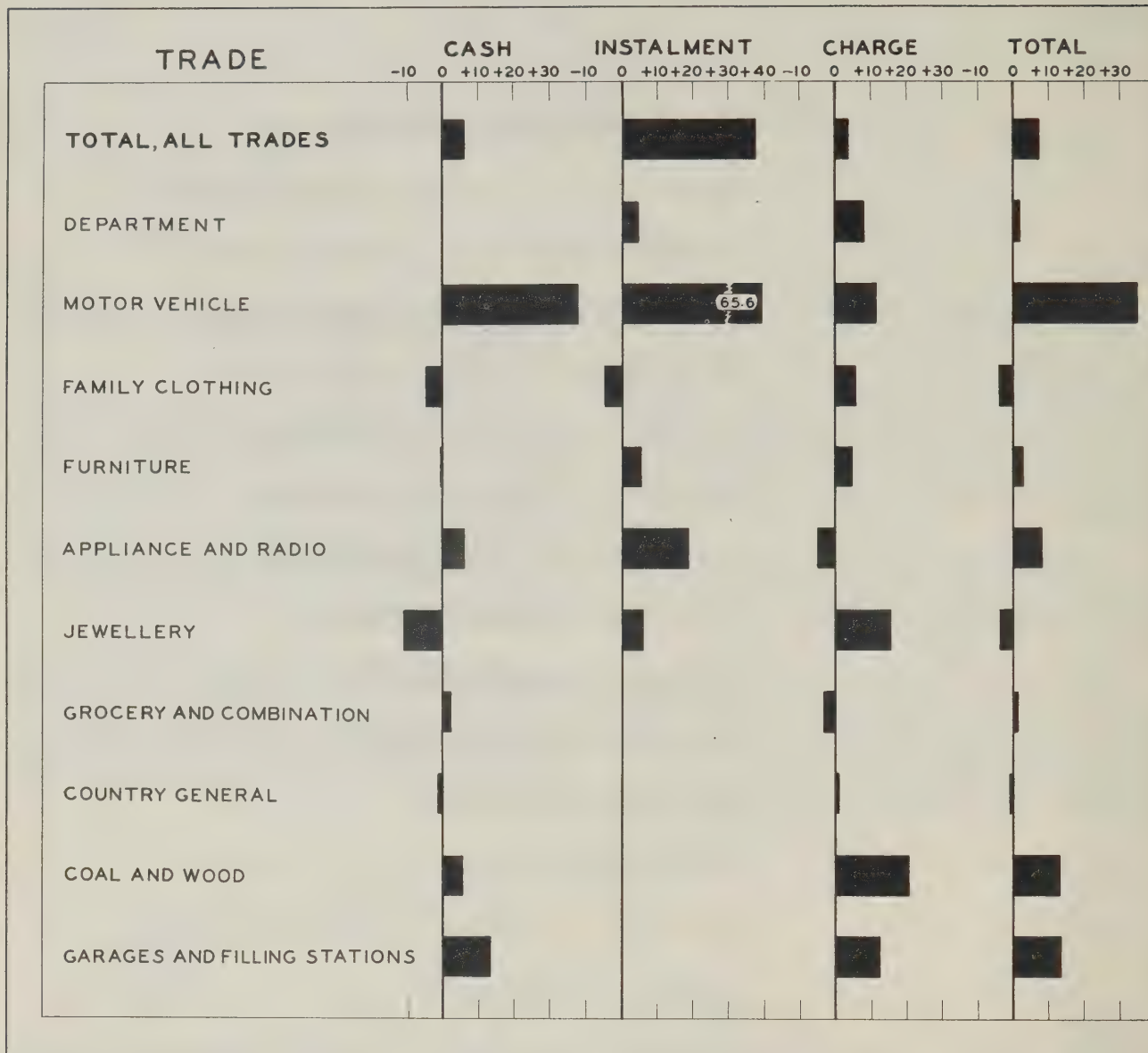
Motor vehicle dealers sold by far the greatest volume on a credit basis. Their total sales of \$1,392,300,000 in 1950 included sales of \$290,100,000 made on the instalment plan and \$325,000,000 sold on other credit terms. Instalment receivables in this

trade are small in relation to instalment sales because a large share of the instalment paper is sold to finance companies. Instalment sales are reported by the contributing firms, but unpaid balances due the finance companies are not.

Department stores ranked second in importance in terms of retail credit transactions. Total sales in 1950 amounted to \$873,100,000, of which \$112,700,000 were instalment sales and \$158,100,000 charge sales.

Those trades which showed the greatest expansion in business during last year were: motor vehicle dealers, appliance and radio stores, and garages and filling stations. The following chart indicates where the greatest increases occurred, under three sales classes, for a selected group of trades.

## PERCENTAGE CHANGES IN SALES 1950/1949 FOR SELECTED TRADES



While there was a marked gain in cash sales by motor vehicle dealers, the outstanding characteristic of 1950 results was a 65.5% gain in their instalment sales. Furniture and jewellery merchants extended a greater degree of credit in 1950 than in 1949, while experiencing some contraction in cash sales. Credit sales (instalment plus charge) accounted for all of the sales increase reported by department stores last year.

**Composition of sales and Receivables** — The "cash" component of retail trade is by far the largest. During the war years, cash sales reached a high point when durable merchandise was in short supply and credit restrictions were in effect. The percentage of sales for cash has declined throughout the post-war

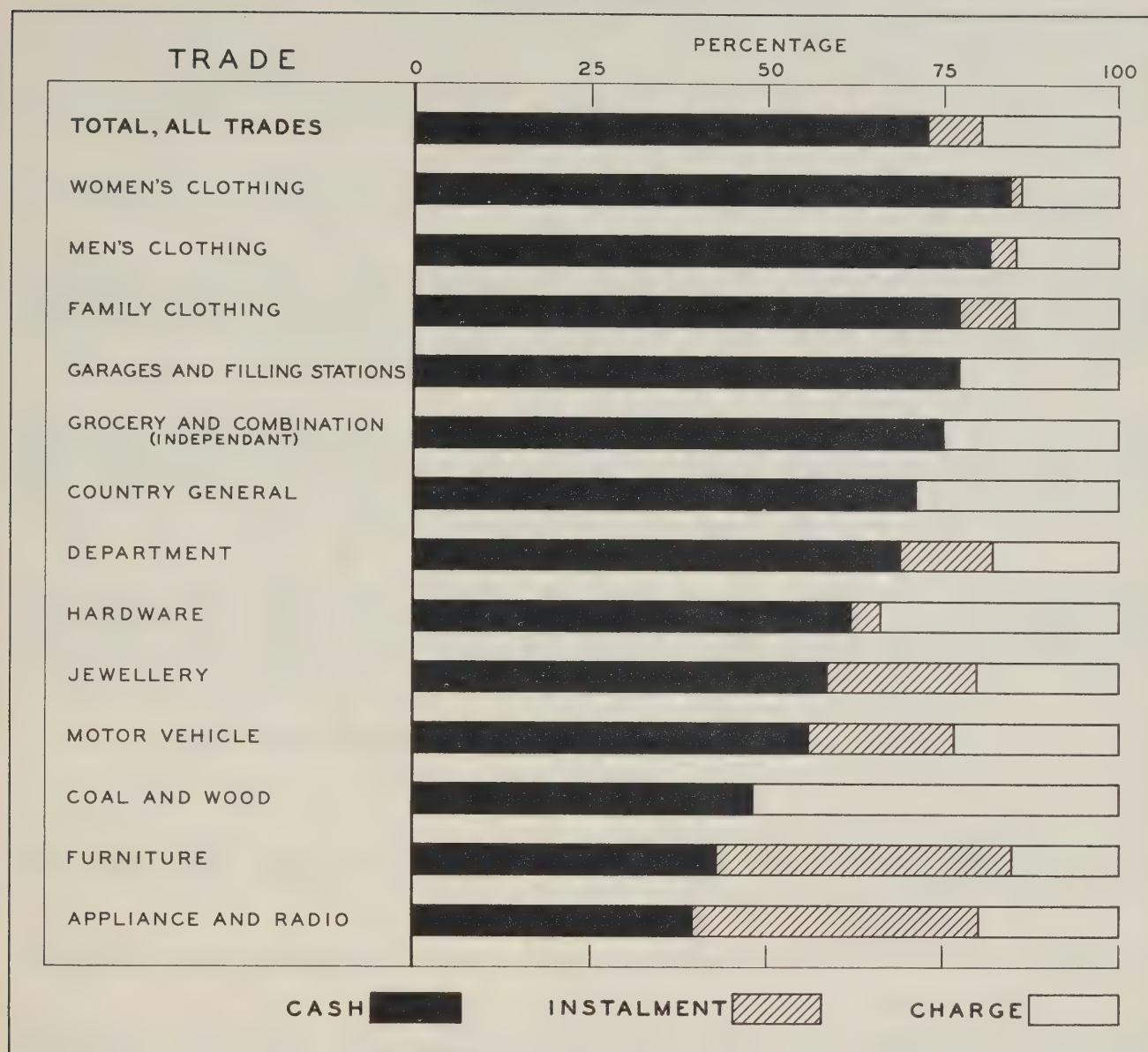
period. Cash sales were 72.8% of the total in 1950, still somewhat above the 1941 figure of 71.6%, but lower compared with the corresponding 1948 figure of 75.0% and the 1949 figure of 73.5%.

Charge account sales, a more stable element, have varied only within narrow limits from the 19.5% recorded in 1941 and stood at 19.8% in 1950.

Instalment sales have tended to fluctuate with changes in the percentage of cash sales. Instalment sales, forming 5.3% of the total in 1948, rose in 1949 to 6.1% and again in 1950 to 7.8% of total retail trade. The chart which follows shows the 1950 percentage composition of sales for each of the trades covered in this report.



## PERCENTAGE COMPOSITION OF SALES, 1950 BY TRADES



Instalment accounts receivable have followed the same general trend as have instalment sales. From 27.1% of total receivables in 1948, they rose to 29.9% in 1949 and to 31.0% in 1950, steadily returning toward the 1941 figure which was 34.4%.

**Accounts Receivable** — An increase in instalment sales from \$412 millions in 1948 to \$674 millions in 1950 (64%) brought about an increase in accounts

outstanding against these sales from \$112 millions at the end of 1948 to \$170 millions at the end of 1950, or about 51%.

Charge sales, on the other hand, increased from \$1,550 millions in 1948 to \$1,796 millions in 1950 (16%), while balances due to retailers against these rose from \$300 millions to \$377 millions in the two-year interval between the ends of 1948 and 1950. This was an increase of about 26%.

**TABLE 1. Total All Trades**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>2,463.7</b>	<b>304.7</b>	<b>672.5</b>	<b>3,440.9</b>	<b>82.6</b>	<b>157.6</b>	<b>240.2</b>
<b>1948</b>							
Jan. — Mar. ....	1,176.2	82.4	338.8	1,597.4	75.2	235.0	310.2
Apr. — June .....	1,471.5	107.6	391.3	1,970.4	83.5	260.0	343.5
July — Sept. ....	1,534.8	92.1	387.6	2,014.5	86.2	271.2	357.4
Oct. — Dec. ....	1,694.7	129.8	432.5	2,257.0	111.6	299.7	411.3
<b>Total.....</b>	<b>5,877.2</b>	<b>411.9</b>	<b>1,550.2</b>	<b>7,839.3</b>			
<b>1949</b>							
Jan. — Mar. ....	1,230.6	97.8	361.4	1,689.8	104.7	267.0	371.7
Apr. — June .....	1,626.3	133.7	450.9	2,210.9	112.8	298.7	411.5
July — Sept. ....	1,618.6	128.1	439.8	2,186.5	115.0	299.9	414.9
Oct. — Dec. ....	1,716.7	155.4	468.6	2,340.7	139.8	327.7	467.5
<b>Total.....</b>	<b>6,192.2</b>	<b>515.0</b>	<b>1,720.7</b>	<b>8,427.9</b>			
<b>1950</b>							
Jan. — Mar. ....	1,305.9	129.7	370.6	1,806.2	129.6	291.4	421.0
Apr. — June .....	1,688.1	171.3	455.7	2,315.1	137.4	313.2	450.6
July — Sept. ....	1,766.2	182.5	479.9	2,428.6	144.5	331.2	475.7
Oct. — Dec. ....	1,856.6	190.9	490.2	2,537.7	169.5	377.1	546.6
<b>Total.....</b>	<b>6,616.8</b>	<b>674.4</b>	<b>1,796.4</b>	<b>9,087.6</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>71.6</b>	<b>8.9</b>	<b>19.5</b>	<b>100.0</b>	<b>34.4</b>	<b>65.6</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	73.6	5.2	21.2	100.0	24.2	75.8	100.0
Apr. — June .....	74.7	5.5	19.8	100.0	24.3	75.7	100.0
July — Sept. ....	76.2	4.6	19.2	100.0	24.1	75.9	100.0
Oct. — Dec. ....	75.1	5.7	19.2	100.0	27.1	72.9	100.0
<b>Total.....</b>	<b>75.0</b>	<b>5.3</b>	<b>19.7</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	73.1	5.8	21.1	100.0	28.2	71.8	100.0
Apr. — June .....	73.5	6.1	20.4	100.0	27.4	72.6	100.0
July — Sept. ....	73.9	5.9	20.2	100.0	27.7	72.3	100.0
Oct. — Dec. ....	73.3	6.5	20.2	100.0	29.9	70.1	100.0
<b>Total.....</b>	<b>73.5</b>	<b>6.1</b>	<b>20.4</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	72.3	7.2	20.5	100.0	30.8	69.2	100.0
Apr. — June .....	72.9	7.4	19.7	100.0	30.5	69.5	100.0
July — Sept. ....	72.7	7.5	19.8	100.0	31.0	69.0	100.0
Oct. — Dec. ....	73.2	7.5	19.3	100.0	31.0	69.0	100.0
<b>Total.....</b>	<b>72.8</b>	<b>7.4</b>	<b>19.8</b>	<b>100.0</b>			

**TABLE 2. Department Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>286.4</b>	<b>44.6</b>	<b>46.8</b>	<b>377.8</b>	<b>17.9</b>	<b>11.1</b>	<b>29.0</b>
<b>1948</b>							
Jan. — Mar. ....	112.1	16.9	26.2	155.2	23.4	17.6	41.0
Apr. — June .....	138.4	21.7	33.5	193.6	25.8	18.9	44.7
July — Sept. ....	126.7	18.3	27.8	172.8	26.0	19.2	45.2
Oct. — Dec. ....	201.8	35.5	44.2	281.5	39.8	30.1	69.9
<b>Total .....</b>	<b>579.0</b>	<b>92.4</b>	<b>131.7</b>	<b>803.1</b>			
<b>1949</b>							
Jan. — Mar. ....	120.3	19.5	28.0	167.8	36.0	20.2	56.2
Apr. — June .....	150.7	26.4	37.3	214.4	38.6	22.8	61.4
July — Sept. ....	129.6	22.9	30.7	183.2	38.7	23.6	62.3
Oct. — Dec. ....	201.7	39.0	49.4	290.1	49.5	34.2	83.7
<b>Total .....</b>	<b>602.3</b>	<b>107.8</b>	<b>145.4</b>	<b>855.5</b>			
<b>1950</b>							
Jan. — Mar. ....	116.8	20.6	29.9	167.3	44.6	23.3	67.9
Apr. — June .....	144.3	26.5	39.6	210.4	45.7	26.4	72.1
July — Sept. ....	132.2	26.8	35.5	194.5	46.9	27.7	74.6
Oct. — Dec. ....	209.0	38.8	53.1	300.9	53.7	39.9	93.6
<b>Total .....</b>	<b>602.3</b>	<b>112.7</b>	<b>158.1</b>	<b>873.1</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>75.8</b>	<b>11.8</b>	<b>12.4</b>	<b>100.0</b>	<b>61.7</b>	<b>38.3</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	72.2	10.9	16.9	100.0	57.1	42.9	100.0
Apr. — June .....	71.5	11.2	17.3	100.0	57.7	42.3	100.0
July — Sept. ....	73.3	10.6	16.1	100.0	57.5	42.5	100.0
Oct. — Dec. ....	71.7	12.6	15.7	100.0	56.9	43.1	100.0
<b>Total .....</b>	<b>72.1</b>	<b>11.5</b>	<b>16.4</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	71.7	11.6	16.7	100.0	64.1	35.9	100.0
Apr. — June .....	70.3	12.3	17.4	100.0	62.9	37.1	100.0
July — Sept. ....	70.7	12.5	16.8	100.0	62.1	37.9	100.0
Oct. — Dec. ....	69.5	13.5	17.0	100.0	59.1	40.9	100.0
<b>Total .....</b>	<b>70.4</b>	<b>12.6</b>	<b>17.0</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	69.8	12.3	17.9	100.0	65.7	34.3	100.0
Apr. — June .....	68.6	12.6	18.8	100.0	63.4	36.6	100.0
July — Sept. ....	68.0	13.8	18.2	100.0	62.9	37.1	100.0
Oct. — Dec. ....	69.5	12.9	17.6	100.0	57.4	42.6	100.0
<b>Total .....</b>	<b>69.0</b>	<b>12.9</b>	<b>18.1</b>	<b>100.0</b>			



**TABLE 3. Motor Vehicle Dealers**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>174.3</b>	<b>119.2</b>	<b>66.6</b>	<b>360.1</b>	<b>4.7</b>	<b>13.8</b>	<b>18.5</b>
<b>1948</b>							
Jan. — Mar. ....	87.6	26.9	63.5	178.0	4.2	36.7	40.9
Apr. — June .....	125.4	36.7	67.1	229.2	5.7	43.6	49.3
July — Sept. ....	118.5	28.0	61.0	207.5	2.9	51.2	54.1
Oct. — Dec. ....	116.8	32.0	70.4	219.2	2.7	49.1	51.8
<b>Total .....</b>	<b>448.3</b>	<b>123.6</b>	<b>262.0</b>	<b>833.9</b>			
<b>1949</b>							
Jan. — Mar. ....	91.3	32.7	59.6	183.6	2.7	48.6	51.3
Apr. — June .....	172.7	48.7	83.9	305.3	5.0	56.1	61.1
July — Sept. ....	164.6	49.4	77.9	291.9	4.3	53.1	57.4
Oct. — Dec. ....	134.0	44.4	71.3	249.7	4.6	51.2	55.8
<b>Total .....</b>	<b>562.6</b>	<b>175.2</b>	<b>292.7</b>	<b>1,030.5</b>			
<b>1950</b>							
Jan. — Mar. ....	160.5	58.9	66.8	286.2	4.1	54.0	58.1
Apr. — June .....	213.2	76.1	85.6	374.9	6.1	59.1	65.2
July — Sept. ....	213.3	83.9	95.0	392.2	5.9	62.4	68.3
Oct. — Dec. ....	190.2	71.2	77.6	339.0	5.2	67.2	72.4
<b>Total .....</b>	<b>777.2</b>	<b>290.1</b>	<b>325.0</b>	<b>1,392.3</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>48.4</b>	<b>33.1</b>	<b>18.5</b>	<b>100.0</b>	<b>25.4</b>	<b>74.6</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	49.2	15.1	35.7	100.0	10.3	89.7	100.0
Apr. — June .....	54.7	16.0	29.3	100.0	11.6	88.4	100.0
July — Sept. ....	57.1	13.5	29.4	100.0	5.4	94.6	100.0
Oct. — Dec. ....	53.3	14.6	32.1	100.0	5.2	94.8	100.0
<b>Total .....</b>	<b>53.8</b>	<b>14.8</b>	<b>31.4</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	49.7	17.8	32.5	100.0	5.3	94.7	100.0
Apr. — June .....	56.6	16.0	27.4	100.0	8.2	91.8	100.0
July — Sept. ....	56.4	16.9	26.7	100.0	7.5	92.5	100.0
Oct. — Dec. ....	53.7	17.8	28.5	100.0	8.2	91.8	100.0
<b>Total .....</b>	<b>54.6</b>	<b>17.0</b>	<b>28.4</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	56.1	20.6	23.3	100.0	7.1	92.9	100.0
Apr. — June .....	56.9	20.3	22.8	100.0	9.4	90.6	100.0
July — Sept. ....	54.4	21.4	24.2	100.0	8.6	91.4	100.0
Oct. — Dec. ....	56.1	21.0	22.9	100.0	7.2	92.8	100.0
<b>Total .....</b>	<b>55.8</b>	<b>20.8</b>	<b>23.4</b>	<b>100.0</b>			

**TABLE 4. Men's Clothing Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>65.7</b>	<b>3.7</b>	<b>10.5</b>	<b>79.9</b>	<b>1.1</b>	<b>3.2</b>	<b>4.3</b>
<b>1948</b>							
Jan. — Mar. ....	29.1	.7	3.7	33.5	.9	4.9	5.8
Apr. — June .....	35.6	.9	5.5	42.0	.9	5.7	6.6
July — Sept. ....	30.6	.6	4.1	35.3	.8	4.7	5.5
Oct. — Dec. ....	46.5	1.5	6.7	54.7	1.4	6.7	8.1
<b>Total.....</b>	<b>141.8</b>	<b>3.7</b>	<b>20.0</b>	<b>165.5</b>			
<b>1949</b>							
Jan. — Mar. ....	28.3	.7	4.8	33.8	1.2	5.6	6.8
Apr. — June .....	38.8	1.1	6.8	46.7	1.3	6.2	7.5
July — Sept. ....	32.0	.6	5.0	37.6	1.1	5.8	6.9
Oct. — Dec. ....	45.2	1.4	7.5	54.1	1.6	7.4	9.0
<b>Total.....</b>	<b>144.3</b>	<b>3.8</b>	<b>24.1</b>	<b>172.2</b>			
<b>1950</b>							
Jan. — Mar. ....	23.7	1.1	4.5	29.3	1.4	6.1	7.5
Apr. — June .....	34.9	1.4	6.4	42.7	1.4	7.3	8.7
July — Sept. ....	30.5	1.3	5.6	37.4	1.4	7.3	8.7
Oct. — Dec. ....	45.6	2.5	7.9	56.0	2.9	8.1	11.0
<b>Total.....</b>	<b>134.7</b>	<b>6.3</b>	<b>24.4</b>	<b>165.4</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>82.2</b>	<b>4.6</b>	<b>13.2</b>	<b>100.0</b>	<b>25.6</b>	<b>74.4</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	86.9	2.1	11.0	100.0	15.5	84.5	100.0
Apr. — June .....	84.8	2.1	13.1	100.0	13.6	86.4	100.0
July — Sept. ....	86.7	1.7	11.6	100.0	14.5	85.5	100.0
Oct. — Dec. ....	85.0	2.8	12.2	100.0	17.3	82.7	100.0
<b>Total.....</b>	<b>85.7</b>	<b>2.2</b>	<b>12.1</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	83.7	2.1	14.2	100.0	17.6	82.4	100.0
Apr. — June .....	83.1	2.4	14.5	100.0	17.3	82.7	100.0
July — Sept. ....	85.1	1.6	13.3	100.0	15.9	84.1	100.0
Oct. — Dec. ....	83.5	2.6	13.9	100.0	17.8	82.2	100.0
<b>Total.....</b>	<b>83.8</b>	<b>2.2</b>	<b>14.0</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	80.9	3.8	15.3	100.0	18.7	81.3	100.0
Apr. — June .....	81.7	3.3	15.0	100.0	16.1	83.9	100.0
July — Sept. ....	81.6	3.5	14.9	100.0	16.1	83.9	100.0
Oct. — Dec. ....	81.4	4.5	14.1	100.0	26.4	73.6	100.0
<b>Total.....</b>	<b>81.4</b>	<b>3.8</b>	<b>14.8</b>	<b>100.0</b>			

**TABLE 5. Family Clothing Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>56.7</b>	<b>8.3</b>	<b>8.8</b>	<b>73.8</b>	<b>3.7</b>	<b>2.8</b>	<b>6.5</b>
<b>1948</b>							
Jan. — Mar. ....	23.3	2.2	4.0	29.5	3.0	4.2	7.2
Apr. — June .....	31.4	2.8	5.5	39.7	3.2	5.0	8.2
July — Sept. ....	29.7	2.2	4.0	35.9	3.9	4.7	8.6
Oct. — Dec. ....	41.9	4.9	6.7	53.5	4.8	5.8	10.6
<b>Total.....</b>	<b>126.3</b>	<b>12.1</b>	<b>20.2</b>	<b>158.6</b>			
<b>1949</b>							
Jan. — Mar. ....	22.8	2.3	4.1	29.2	3.7	4.8	8.5
Apr. — June .....	33.0	3.6	6.1	42.7	4.0	5.6	9.6
July — Sept. ....	28.1	2.1	4.3	34.5	3.6	5.2	8.8
Oct. — Dec. ....	38.7	4.6	7.1	50.4	4.7	6.7	11.4
<b>Total.....</b>	<b>122.6</b>	<b>12.6</b>	<b>21.6</b>	<b>156.8</b>			
<b>1950</b>							
Jan. — Mar. ....	19.6	2.0	3.9	25.5	3.6	5.3	8.9
Apr. — June .....	29.8	3.3	6.2	39.3	3.8	6.0	9.8
July — Sept. ....	28.0	2.2	4.9	35.1	3.5	5.9	9.4
Oct. — Dec. ....	39.8	4.5	7.9	52.2	4.4	7.5	11.9
<b>Total.....</b>	<b>117.2</b>	<b>12.0</b>	<b>22.9</b>	<b>152.1</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>76.8</b>	<b>11.2</b>	<b>12.0</b>	<b>100.0</b>	<b>56.9</b>	<b>43.1</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	79.0	7.5	13.5	100.0	41.7	58.3	100.0
Apr. — June .....	79.1	7.1	13.8	100.0	39.0	61.0	100.0
July — Sept. ....	82.7	6.1	11.2	100.0	45.3	54.7	100.0
Oct. — Dec. ....	78.3	9.2	12.5	100.0	45.3	54.7	100.0
<b>Total.....</b>	<b>79.6</b>	<b>7.6</b>	<b>12.8</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	78.1	7.9	14.0	100.0	43.5	56.5	100.0
Apr. — June .....	77.3	8.4	14.3	100.0	41.7	58.3	100.0
July — Sept. ....	81.4	6.1	12.5	100.0	40.9	59.1	100.0
Oct. — Dec. ....	76.8	9.1	14.1	100.0	41.2	58.8	100.0
<b>Total.....</b>	<b>78.2</b>	<b>8.0</b>	<b>13.8</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	76.9	7.8	15.3	100.0	40.4	59.6	100.0
Apr. — June .....	75.8	8.4	15.8	100.0	38.8	61.2	100.0
July — Sept. ....	79.8	6.3	13.9	100.0	37.2	62.8	100.0
Oct. — Dec. ....	76.2	8.6	15.2	100.0	37.0	63.0	100.0
<b>Total.....</b>	<b>77.1</b>	<b>7.9</b>	<b>15.0</b>	<b>100.0</b>			



**TABLE 6. Women's Clothing Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>60.2</b>	<b>3.3</b>	<b>7.5</b>	<b>71.0</b>	<b>1.0</b>	<b>1.9</b>	<b>2.9</b>
<b>1948</b>							
Jan. — Mar. ....	26.5	.7	5.1	32.3	.7	4.7	5.4
Apr. — June .....	37.3	.9	6.4	44.6	.7	4.3	5.0
July — Sept. ....	32.2	.6	5.1	37.9	.6	4.9	5.5
Oct. — Dec. ....	44.6	1.1	7.3	53.0	.8	5.8	6.6
<b>Total .....</b>	<b>140.6</b>	<b>3.3</b>	<b>23.9</b>	<b>167.8</b>			
<b>1949</b>							
Jan. — Mar. ....	29.6	.8	5.9	36.3	.8	5.6	6.4
Apr. — June .....	45.7	1.0	7.2	53.9	.7	5.4	6.1
July — Sept. ....	33.4	.6	5.1	39.1	.5	5.2	5.7
Oct. — Dec. ....	43.9	.9	7.0	51.8	.6	6.3	6.9
<b>Total .....</b>	<b>152.6</b>	<b>3.3</b>	<b>25.2</b>	<b>181.1</b>			
<b>1950</b>							
Jan. — Mar. ....	26.5	.6	4.7	31.8	.8	5.1	5.9
Apr. — June .....	39.3	.6	6.2	46.1	.5	5.1	5.6
July — Sept. ....	33.3	.6	5.5	39.4	.7	5.6	6.3
Oct. — Dec. ....	43.9	.8	7.2	51.9	.7	6.5	7.2
<b>Total .....</b>	<b>143.0</b>	<b>2.6</b>	<b>23.6</b>	<b>169.2</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>84.8</b>	<b>4.6</b>	<b>10.6</b>	<b>100.0</b>	<b>34.5</b>	<b>65.5</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	82.0	2.2	15.8	100.0	13.0	87.0	100.0
Apr. — June .....	83.6	2.0	14.4	100.0	14.0	86.0	100.0
July — Sept. ....	85.0	1.6	13.4	100.0	10.9	89.1	100.0
Oct. — Dec. ....	84.2	2.1	13.7	100.0	12.1	87.9	100.0
<b>Total .....</b>	<b>83.8</b>	<b>2.0</b>	<b>14.2</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	81.5	2.2	16.3	100.0	12.5	87.5	100.0
Apr. — June .....	84.8	1.9	13.3	100.0	11.5	88.5	100.0
July — Sept. ....	85.4	1.5	13.1	100.0	8.8	91.2	100.0
Oct. — Dec. ....	84.8	1.7	13.5	100.0	8.7	91.3	100.0
<b>Total .....</b>	<b>84.3</b>	<b>1.8</b>	<b>13.9</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	83.3	1.9	14.8	100.0	13.6	86.4	100.0
Apr. — June .....	85.2	1.3	13.5	100.0	8.9	91.1	100.0
July — Sept. ....	84.5	1.5	14.0	100.0	11.1	88.9	100.0
Oct. — Dec. ....	84.6	1.5	13.9	100.0	9.7	90.3	100.0
<b>Total .....</b>	<b>84.5</b>	<b>1.6</b>	<b>13.9</b>	<b>100.0</b>			

**TABLE 7. Hardware Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>44.8</b>	<b>4.0</b>	<b>24.3</b>	<b>73.1</b>	<b>1.3</b>	<b>8.4</b>	<b>9.7</b>
<b>1948</b>							
Jan. — Mar. ....	20.5	.5	11.3	32.3	.2	12.9	13.1
Apr. — June .....	32.6	.8	18.0	51.4	.3	15.6	15.9
July — Sept .....	30.5	1.0	16.3	47.8	.9	15.1	16.0
Oct. — Dec. ....	35.4	1.7	15.2	52.3	1.0	13.4	14.4
<b>Total .....</b>	<b>119.0</b>	<b>4.0</b>	<b>60.8</b>	<b>183.8</b>			
<b>1949</b>							
Jan. — Mar. ....	21.4	1.3	11.5	34.2	1.1	11.8	12.9
Apr. — June .....	36.3	1.4	17.5	55.2	1.1	15.9	17.0
July — Sept. ....	32.1	1.5	17.0	50.6	1.2	16.1	17.3
Oct. — Dec. ....	34.3	1.8	17.8	53.9	1.1	16.7	17.8
<b>Total .....</b>	<b>124.1</b>	<b>6.0</b>	<b>63.8</b>	<b>193.9</b>			
<b>1950</b>							
Jan. — Mar. ....	19.2	1.2	10.4	30.8	1.1	13.2	14.3
Apr. — June .....	31.7	2.2	18.2	52.1	2.0	17.5	19.5
July — Sept. ....	33.0	2.2	19.4	54.6	1.9	18.3	20.2
Oct. — Dec. ....	35.0	2.4	17.0	54.4	1.8	17.8	19.6
<b>Total .....</b>	<b>118.9</b>	<b>8.0</b>	<b>65.0</b>	<b>191.9</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>61.3</b>	<b>5.5</b>	<b>33.2</b>	<b>100.0</b>	<b>13.4</b>	<b>86.6</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	63.5	1.5	35.0	100.0	1.5	98.5	100.0
Apr. — June .....	63.4	1.6	35.0	100.0	1.9	98.1	100.0
July — Sept .....	63.8	2.1	34.1	100.0	5.6	94.4	100.0
Oct. — Dec. ....	67.7	3.3	29.0	100.0	6.9	93.1	100.0
<b>Total .....</b>	<b>64.7</b>	<b>2.2</b>	<b>33.1</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	62.6	3.8	33.6	100.0	8.5	91.5	100.0
Apr. — June .....	65.8	2.5	31.7	100.0	6.5	93.5	100.0
July — Sept. ....	63.4	3.0	33.6	100.0	6.9	93.1	100.0
Oct. — Dec. ....	63.6	3.3	33.1	100.0	6.2	93.8	100.0
<b>Total .....</b>	<b>64.0</b>	<b>3.1</b>	<b>32.9</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	62.3	3.9	33.8	100.0	7.7	92.3	100.0
Apr. — June .....	60.8	4.2	35.0	100.0	10.3	89.7	100.0
July — Sept. ....	60.4	4.0	35.6	100.0	9.4	90.6	100.0
Oct. — Dec. ....	64.3	4.4	31.3	100.0	9.2	90.8	100.0
<b>Total .....</b>	<b>61.9</b>	<b>4.2</b>	<b>33.9</b>	<b>100.0</b>			

**TABLE 8. Furniture Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>19.9</b>	<b>36.3</b>	<b>7.9</b>	<b>64.1</b>	<b>18.7</b>	<b>2.6</b>	<b>21.3</b>
<b>1948</b>							
Jan. — Mar. ....	15.4	11.5	4.1	31.0	15.6	2.4	18.0
Apr. — June .....	18.7	15.7	5.0	39.4	17.1	2.9	20.0
July — Sept. ....	17.5	13.1	5.0	35.6	19.1	3.5	22.6
Oct. — Dec. ....	19.7	16.0	5.8	41.5	20.9	3.7	24.6
<b>Total.....</b>	<b>71.3</b>	<b>56.3</b>	<b>19.9</b>	<b>147.5</b>			
<b>1949</b>							
Jan. — Mar. ....	14.1	12.1	4.5	30.7	20.8	3.5	24.3
Apr. — June .....	17.6	15.7	5.9	39.2	22.1	3.8	25.9
July — Sept. ....	15.8	14.8	5.6	36.2	23.7	4.4	28.1
Oct. — Dec. ....	18.2	18.3	6.3	42.8	25.7	4.5	30.2
<b>Total.....</b>	<b>65.7</b>	<b>60.9</b>	<b>22.3</b>	<b>148.9</b>			
<b>1950</b>							
Jan. — Mar. ....	13.2	12.3	4.3	29.8	25.2	3.8	29.0
Apr. — June .....	17.0	16.2	6.2	39.4	26.3	4.3	30.6
July — Sept. ....	17.1	17.4	6.2	40.7	28.1	4.8	32.9
Oct. — Dec. ....	18.3	18.5	6.7	43.5	34.3	5.9	40.2
<b>Total.....</b>	<b>65.6</b>	<b>64.4</b>	<b>23.4</b>	<b>153.4</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>31.0</b>	<b>56.6</b>	<b>12.4</b>	<b>100.0</b>	<b>87.8</b>	<b>12.2</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	49.7	37.1	13.2	100.0	86.7	13.3	100.0
Apr. — June .....	47.5	39.8	12.7	100.0	85.5	14.5	100.0
July — Sept. ....	49.2	36.8	14.0	100.0	84.5	15.5	100.0
Oct. — Dec. ....	47.5	38.6	13.9	100.0	85.0	15.0	100.0
<b>Total.....</b>	<b>48.3</b>	<b>38.2</b>	<b>13.5</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	45.9	39.4	14.7	100.0	85.6	14.4	100.0
Apr. — June .....	44.9	40.1	15.0	100.0	85.3	14.7	100.0
July — Sept. ....	43.6	40.9	15.5	100.0	84.3	15.7	100.0
Oct. — Dec. ....	42.5	42.8	14.7	100.0	85.1	14.9	100.0
<b>Total.....</b>	<b>44.1</b>	<b>40.9</b>	<b>15.0</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	44.3	41.3	14.4	100.0	86.9	13.1	100.0
Apr. — June .....	43.1	41.1	15.8	100.0	85.9	14.1	100.0
July — Sept. ....	42.0	42.8	15.2	100.0	85.4	14.6	100.0
Oct. — Dec. ....	42.1	42.5	15.4	100.0	85.3	14.7	100.0
<b>Total.....</b>	<b>42.8</b>	<b>42.0</b>	<b>15.2</b>	<b>100.0</b>			



**TABLE 9. Appliance and Radio Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>14.6</b>	<b>22.3</b>	<b>9.0</b>	<b>45.9</b>	<b>15.8</b>	<b>4.0</b>	<b>19.8</b>
<b>1948</b>							
Jan. — Mar. ....	10.7	7.5	6.8	25.0	10.5	5.7	16.2
Apr. — June .....	10.7	8.2	8.0	26.9	11.6	9.0	20.6
July — Sept. ....	10.3	8.1	6.7	25.1	11.7	6.7	18.4
Oct. — Dec. ....	15.3	10.6	8.2	34.1	13.3	7.0	20.3
<b>Total.....</b>	<b>47.0</b>	<b>34.4</b>	<b>29.7</b>	<b>111.1</b>			
<b>1949</b>							
Jan. — Mar. ....	12.2	10.1	7.3	29.6	14.6	6.2	20.8
Apr. — June .....	12.4	11.3	7.6	31.3	14.9	6.1	21.0
July — Sept. ....	11.9	11.5	7.1	30.5	15.2	6.6	21.8
Oct. — Dec. ....	16.1	15.4	7.8	39.3	19.9	6.2	26.1
<b>Total.....</b>	<b>52.6</b>	<b>48.3</b>	<b>29.8</b>	<b>130.7</b>			
<b>1950</b>							
Jan. — Mar. ....	11.6	11.9	6.4	29.9	20.1	5.1	25.2
Apr. — June .....	13.7	15.6	7.1	36.4	22.3	5.5	27.8
July — Sept. ....	14.0	14.8	7.1	35.9	24.5	6.2	30.7
Oct. — Dec. ....	16.9	15.2	7.7	39.8	28.4	7.8	36.2
<b>Total.....</b>	<b>56.2</b>	<b>57.5</b>	<b>28.3</b>	<b>142.0</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>31.8</b>	<b>48.6</b>	<b>19.6</b>	<b>100.0</b>	<b>79.8</b>	<b>20.2</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	42.8	30.0	27.2	100.0	64.8	35.2	100.0
Apr. — June .....	39.8	30.5	29.7	100.0	56.3	43.7	100.0
July — Sept. ....	41.0	32.3	26.7	100.0	63.6	36.4	100.0
Oct. — Dec. ....	44.9	31.1	24.0	100.0	65.5	34.5	100.0
<b>Total.....</b>	<b>42.3</b>	<b>31.0</b>	<b>26.7</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	41.2	34.1	24.7	100.0	70.2	29.8	100.0
Apr. — June .....	39.6	36.1	24.3	100.0	71.0	29.0	100.0
July — Sept. ....	39.0	37.7	23.3	100.0	69.7	30.3	100.0
Oct. — Dec. ....	41.0	39.2	19.8	100.0	76.2	23.8	100.0
<b>Total.....</b>	<b>40.2</b>	<b>37.0</b>	<b>22.8</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	38.8	39.8	21.4	100.0	79.8	20.2	100.0
Apr. — June .....	37.6	42.9	19.5	100.0	80.2	19.8	100.0
July — Sept. ....	39.0	41.2	19.8	100.0	79.8	20.2	100.0
Oct. — Dec. ....	42.5	38.2	19.3	100.0	78.5	21.5	100.0
<b>Total.....</b>	<b>39.6</b>	<b>40.5</b>	<b>19.9</b>	<b>100.0</b>			

**TABLE 10. Jewellery Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>24.4</b>	<b>6.7</b>	<b>7.4</b>	<b>38.5</b>	<b>2.8</b>	<b>1.6</b>	<b>4.4</b>
<b>1948</b>							
Jan. — Mar. ....	8.1	1.9	2.2	12.2	3.1	1.2	4.3
Apr. — June .....	9.5	2.2	2.6	14.3	3.2	1.5	4.7
July — Sept. ....	10.7	3.6	2.1	16.4	4.4	1.3	5.7
Oct. — Dec. ....	18.2	4.6	4.9	27.7	5.8	3.3	9.1
<b>Total.....</b>	<b>46.5</b>	<b>12.3</b>	<b>11.8</b>	<b>70.6</b>			
<b>1949</b>							
Jan. — Mar. ....	7.8	2.4	2.1	12.3	4.3	1.6	5.9
Apr. — June .....	10.4	3.0	2.8	16.2	4.2	1.7	5.9
July — Sept. ....	10.3	3.8	2.3	16.4	5.4	1.6	7.0
Oct. — Dec. ....	18.9	5.2	5.3	29.4	6.2	3.3	9.5
<b>Total.....</b>	<b>47.4</b>	<b>14.4</b>	<b>12.5</b>	<b>74.3</b>			
<b>1950</b>							
Jan. — Mar. ....	7.5	2.1	2.3	11.9	5.0	1.8	6.8
Apr. — June .....	9.5	2.7	2.8	15.0	4.5	1.9	6.4
July — Sept. ....	11.0	3.8	2.9	17.7	5.4	2.1	7.5
Oct. — Dec. ....	14.0	6.7	6.5	27.2	6.7	3.7	10.4
<b>Total.....</b>	<b>42.0</b>	<b>15.3</b>	<b>14.5</b>	<b>71.8</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total.....</b>	<b>63.4</b>	<b>17.4</b>	<b>19.2</b>	<b>100.0</b>	<b>63.6</b>	<b>36.4</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	66.4	15.6	18.0	100.0	72.1	27.9	100.0
Apr. — June .....	66.4	15.4	18.2	100.0	68.1	31.9	100.0
July — Sept. ....	65.2	22.0	12.8	100.0	77.2	22.8	100.0
Oct. — Dec. ....	65.7	16.6	17.7	100.0	63.7	36.3	100.0
<b>Total.....</b>	<b>65.9</b>	<b>17.4</b>	<b>16.7</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	63.4	19.5	17.1	100.0	72.9	27.1	100.0
Apr. — June .....	64.2	18.5	17.3	100.0	71.2	28.8	100.0
July — Sept. ....	62.8	23.2	14.0	100.0	77.1	22.9	100.0
Oct. — Dec. ....	64.3	17.7	18.0	100.0	65.3	34.7	100.0
<b>Total.....</b>	<b>63.8</b>	<b>19.4</b>	<b>16.8</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	63.0	17.6	19.4	100.0	73.5	26.5	100.0
Apr. — June .....	63.3	18.0	18.7	100.0	70.3	29.7	100.0
July — Sept. ....	62.1	21.5	16.4	100.0	72.0	28.0	100.0
Oct. — Dec. ....	51.5	24.6	23.9	100.0	64.4	35.6	100.0
<b>Total.....</b>	<b>58.5</b>	<b>21.3</b>	<b>20.2</b>	<b>100.0</b>			

**TABLE 11. Grocery and Combination Stores (Independent)**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales					Accounts Receivable (charge)
	Cash		Charge		Total	
	Amount	Percent	Amount	Percent		
1941						
Total .....	250.9	63.5	144.2	36.5	395.1	20.2
1948						
Jan. — Mar. ....	142.4	74.0	50.1	26.0	192.5	24.6
Apr. — June .....	159.8	74.1	55.8	25.9	215.6	25.4
July — Sept. ....	170.1	74.4	58.5	25.6	228.6	25.1
Oct. — Dec. ....	171.3	73.4	62.1	26.6	233.4	28.7
Total .....	643.6	74.0	226.5	26.0	870.1	
1949						
Jan. — Mar. ....	152.3	74.3	52.6	25.7	204.9	26.5
Apr. — June .....	167.4	73.0	61.7	27.0	229.1	28.9
July — Sept. ....	174.5	74.1	61.1	25.9	235.6	27.5
Oct. — Dec. ....	169.1	73.0	62.5	27.0	231.6	30.0
Total .....	663.3	73.6	237.9	26.4	901.2	
1950						
Jan. — Mar. ....	151.6	73.8	53.7	26.2	205.3	25.4
Apr. — June .....	172.1	74.5	59.0	25.5	231.1	25.8
July — Sept. ....	180.5	75.6	58.3	24.4	238.8	25.4
Oct. — Dec. ....	173.9	74.5	59.5	25.5	233.4	28.2
Total .....	678.1	74.6	230.5	25.4	908.6	

**TABLE 12. Country General Stores**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales					Accounts Receivable (charge)
	Cash		Charge		Total	
	Amount	Percent	Amount	Percent		
1941						
Total .....	147.6	69.2	65.7	30.8	213.3	23.1
1948						
Jan. — Mar. ....	66.1	71.9	25.8	28.1	91.9	21.2
Apr. — June .....	87.6	72.5	33.3	27.5	120.9	23.7
July — Sept. ....	97.6	73.7	34.8	26.3	132.4	24.9
Oct. — Dec.....	97.1	73.5	35.0	26.5	132.1	25.3
Total .....	348.4	73.0	128.9	27.0	477.3	
1949						
Jan. — Mar. ....	65.3	69.8	28.2	30.2	93.5	23.6
Apr. — June .....	88.3	71.5	35.2	28.5	123.5	26.0
July — Sept. ....	94.0	71.4	37.7	28.6	131.7	28.6
Oct. — Dec.....	93.9	72.1	36.3	27.9	130.2	27.3
Total .....	341.5	71.3	137.4	28.7	478.9	
1950						
Jan. — Mar. ....	62.5	69.2	27.8	30.8	90.3	26.7
Apr. — June .....	84.3	70.2	35.8	29.8	120.1	28.5
July — Sept. ....	96.1	71.8	37.7	28.2	133.8	30.2
Oct. — Dec.....	96.3	72.5	36.6	27.5	132.9	31.5
Total.....	339.2	71.1	137.9	28.9	477.1	



**TABLE 13. Coal and Wood Dealers**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	Percent	Amount	Percent		
1941						
Total .....	49.2	49.9	49.4	50.1	98.6	12.4
1948						
Jan. — Mar. ....	27.5	53.7	23.7	46.3	51.2	16.5
Apr. — June .....	16.9	49.1	17.5	50.9	34.4	13.2
July — Sept. ....	22.4	51.4	21.2	48.6	43.6	15.7
Oct. — Dec. ....	27.1	54.2	22.9	45.8	50.0	17.9
Total .....	93.9	52.4	85.3	47.6	179.2	
1949						
Jan. — Mar. ....	28.1	56.1	22.0	43.9	50.1	16.5
Apr. — June .....	14.2	46.4	16.4	53.6	30.6	13.6
July — Sept. ....	22.0	50.0	22.0	50.0	44.0	17.1
Oct. — Dec. ....	27.8	50.9	26.8	49.1	54.6	20.3
Total .....	92.1	51.4	87.2	48.6	179.3	
1950						
Jan. — Mar. ....	29.4	50.1	29.3	49.9	58.7	21.5
Apr. — June .....	15.6	43.8	20.0	56.2	35.6	16.2
July — Sept. ....	23.9	47.4	26.5	52.6	50.4	19.5
Oct. — Dec. ....	28.7	49.3	29.5	50.7	58.2	23.2
Total .....	97.6	48.1	105.3	51.9	202.9	

**TABLE 14. Garages and Filling Stations**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	Percent	Amount	Percent		
1941						
Total .....	164.9	80.4	40.2	19.6	205.1	8.2
1948						
Jan. — Mar. ....	64.4	78.2	18.0	21.8	82.4	17.4
Apr. — June .....	90.7	79.3	23.7	20.7	114.4	20.1
July — Sept. ....	104.1	80.1	25.9	19.9	130.0	20.3
Oct. — Dec. ....	88.8	78.1	24.9	21.9	113.7	20.0
Total .....	348.0	79.0	92.5	21.0	440.5	
1949						
Jan. — Mar. ....	65.4	74.7	22.2	25.3	87.6	18.6
Apr. — June .....	96.8	75.7	31.0	24.3	127.8	23.8
July — Sept. ....	113.1	78.5	31.0	21.5	144.1	21.9
Oct. — Dec. ....	96.2	77.9	27.3	22.1	123.5	23.0
Total .....	371.5	76.9	111.5	23.1	483.0	
1950						
Jan. — Mar. ....	78.7	77.0	23.5	23.0	102.2	21.1
Apr. — June .....	107.9	76.7	32.8	23.3	140.7	24.7
July — Sept. ....	128.9	77.3	37.8	22.7	166.7	25.5
Oct. — Dec. ....	106.3	77.1	31.5	22.9	137.8	25.4
Total .....	421.8	77.1	125.6	22.9	547.4	

**TABLE 15. All Other Trades**  
**Sales and Accounts Receivable, by Quarters**  
(in millions of dollars)

Period	Sales				Accounts Receivable		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>1, 104.1</b>	<b>56.3</b>	<b>184.2</b>	<b>1, 344.6</b>	<b>15.6</b>	<b>44.3</b>	<b>59.9</b>
<b>1948</b>							
Jan. — Mar. ....	542.5	13.6	94.3	650.4	13.6	65.0	78.6
Apr. — June .....	676.9	17.7	109.4	804.0	15.0	71.1	86.1
July — Sept. ....	733.9	16.6	115.1	865.6	15.9	73.9	89.8
Oct. — Dec. ....	770.2	21.9	118.2	910.3	21.1	82.9	104.0
<b>Total .....</b>	<b>2, 723.5</b>	<b>69.8</b>	<b>437.0</b>	<b>3, 230.3</b>			
<b>1949</b>							
Jan. — Mar. ....	571.7	15.9	108.6	696.2	19.5	73.9	93.4
Apr. — June .....	742.0	21.5	131.5	895.0	20.9	82.8	103.7
July — Sept. ....	757.2	20.9	133.0	911.1	21.3	83.2	104.5
Oct. — Dec. ....	778.7	24.4	136.2	939.3	25.9	90.6	116.5
<b>Total .....</b>	<b>2, 849.6</b>	<b>82.7</b>	<b>509.3</b>	<b>3, 441.6</b>			
<b>1950</b>							
Jan. — Mar. ....	585.1	19.0	103.1	707.2	23.7	79.0	102.7
Apr. — June .....	774.8	26.7	129.8	931.3	24.8	84.9	109.7
July — Sept. ....	824.4	29.5	137.5	991.4	26.2	90.3	116.5
Oct. — Dec. ....	838.7	30.3	141.5	1, 010.5	31.4	104.4	135.8
<b>Total .....</b>	<b>3, 023.0</b>	<b>105.5</b>	<b>511.9</b>	<b>3, 640.4</b>			
<b>Percentage Composition</b>							
	Sales				Receivables		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
<b>1941</b>							
<b>Total .....</b>	<b>82.1</b>	<b>4.2</b>	<b>13.7</b>	<b>100.0</b>	<b>25.9</b>	<b>74.1</b>	<b>100.0</b>
<b>1948</b>							
Jan. — Mar. ....	83.4	2.1	14.5	100.0	17.3	82.7	100.0
Apr. — June .....	84.2	2.2	13.6	100.0	17.4	82.6	100.0
July — Sept. ....	84.8	1.9	13.3	100.0	17.7	82.3	100.0
Oct. — Dec. ....	84.6	2.4	13.0	100.0	20.3	79.7	100.0
<b>Total .....</b>	<b>84.3</b>	<b>2.2</b>	<b>13.5</b>	<b>100.0</b>			
<b>1949</b>							
Jan. — Mar. ....	82.1	2.3	15.6	100.0	20.9	79.1	100.0
Apr. — June .....	82.9	2.4	14.7	100.0	20.2	79.8	100.0
July — Sept. ....	83.1	2.3	14.6	100.0	20.4	79.6	100.0
Oct. — Dec. ....	82.9	2.6	14.5	100.0	22.3	77.7	100.0
<b>Total .....</b>	<b>82.8</b>	<b>2.4</b>	<b>14.8</b>	<b>100.0</b>			
<b>1950</b>							
Jan. — Mar. ....	82.7	2.7	14.6	100.0	23.1	76.9	100.0
Apr. — June .....	83.2	2.9	13.9	100.0	22.6	77.4	100.0
July — Sept. ....	83.2	3.0	13.8	100.0	22.5	77.5	100.0
Oct. — Dec. ....	83.0	3.0	14.0	100.0	23.1	76.9	100.0
<b>Total .....</b>	<b>83.0</b>	<b>2.9</b>	<b>14.1</b>	<b>100.0</b>			







GOVERNMENT OF CANADA



**RETAIL CONSUMER CREDIT**

Government  
Publications

**FIRST QUARTER, 1950**

**AND**

**ANNUAL SUMMARY 1946 - 1949**



DOMINION BUREAU OF STATISTICS  
DEPARTMENT OF TRADE AND COMMERCE

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Published by Authority of the Rt. Hon. C. D. Howe  
Minister of Trade and Commerce

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Prepared in the Merchandising and Services Section,  
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- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade

SPECIAL:

- Operating Results Series
  - Independent Stores - 5 bulletins,  
20 trades
  - Wholesalers - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa

# RETAIL CONSUMER CREDIT

FIRST QUARTER, 1950

Vol. VI <sup>⌘</sup>

No. 1

This bulletin contains the trends in retail consumer credit in sixteen major credit-dealing trades on a quarterly basis.

Credit sales of food stores, country general stores, fuel dealers, feed stores, garages and filling stations are largely on the charge account plan. Instalment credit extended by a few of these has been included with charge accounts because the amounts were found to be negligible. Because of their 'cash' policy, chain stores have been omitted from the food classification which, for the purpose of this survey, is made up of independent grocery and combination grocery and meat stores.

This study is based on a store sample which differs from that employed in the monthly retail sales series. (This factor and the exclusion of food chains do not permit identical indexes of total sales for the two series.)

The primary function of this survey is the measurement of cash and credit sales and accounts receivable in the trades selected. In this bulletin, revised results for the fourth quarter of 1949 are shown, but the first quarter figures for 1950 are subject to revision in the next quarterly bulletin. Newfoundland is not included in the results presented.

## Change in Proportion of Cash and Credit Dealing

The proportion of cash business transacted by the combined sixteen trades during the first quarter of 1950 decreased only slightly to 62.7% from the 1949 first quarter level of 62.9%. Instalment sales accounted for a larger proportion of sales than they did a year ago, 9.1% and 8.1% **respectively**, while charge sales decreased from 29.0% to 28.2% of total sales.

Of the sixteen trades, ten reported smaller ratios of cash sales during the first quarter of 1950. Six of the ten 'instalment' trades increased the proportion of instalment sales while eight trades transacted a greater proportion of their business on the charge account plan than they did during the first three months of 1949.

The rise in the proportion of instalment sales was accompanied by a corresponding rise in receivables from instalment accounts. At March 31, 1949 instalment receivables were 33.2% of the total; at March 31, 1950 this ratio had risen to 35.6%.

⌘ The volume number, used for the first time in this issue, signifies the number of years for which these statistics have been compiled. Previous issues in this series may be identified by publication number 16-1120.



### Change in Indexes from 1949

Cash sales during the first quarter of 1950 were higher than in the same period of 1949. On a 1941 base the index of cash sales stood at 177.0 for the first three months of 1950 and at 170.2 in 1949. Seven of the sixteen trades increased their cash sales, with motor vehicle dealers contributing largely to the over-all increase.

Instalment sales recorded the greatest gain. The index was 141.4 for the first quarter of 1950, approximately 27% above the 1949 level. Four of the ten trades selling on the instalment plan showed increased instalment sales - department stores, men's clothing, household appliances and motor vehicle dealers.

Charge sales for the combined trades increased nominally from 170.3 in 1949 to 175.4 in 1950. Eight trades showed increased charge sales and eight reported decreases.

Receivables - Total receivables were 17% higher at March 31, 1950 than at the same date in 1949. This increase represented the combined effect of a gain of 36% in instalment receivables and of 8% in outstanding charge accounts. All except one of the ten 'instalment' trades had a greater dollar volume of unpaid accounts at March 31, 1950 and twelve of the sixteen trades had more charge accounts outstanding than at the end of the first quarter of 1949.

### Days Credit Outstanding

There was a general lengthening in the number of days credit outstanding at March 31, 1950, all except one 'instalment' trade reporting more time taken for repayment of instalment accounts. Twelve of the sixteen trades extending charge credit experienced a lengthening in the time taken for payment of accounts.

Motor vehicle dealers were omitted from the calculation of sales-receivables ratios and days credit outstanding because of the sale of instalment paper to finance companies for which outstanding accounts were not reported.

A summary of annual indexes of sales and receivables, and composition percentages of the trades covered in this survey is included in this bulletin from page 22.

Table 1. - Retail Consumer Credit - Combined Trades

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	166.3	99.2	164.6	145.6	159.6	79.2	125.1	108.0
- Apr.-June .	202.5	122.2	187.4	168.4	190.9	85.2	137.2	117.3
- July-Sept..	204.2	109.1	183.2	161.7	188.4	91.5	142.4	123.3
- Oct.-Dec. .	248.2	166.2	218.1	203.0	232.7	118.9	160.2	144.7
1949 - Jan.-Mar. .	170.2	111.4	170.3	153.2	163.8	107.4	138.5	126.9
- Apr.-June .	215.3	148.6	214.1	187.4	206.6	113.8	154.0	139.3
- July-Sept..	206.0	137.4	191.9	176.1	195.1	117.6	156.8	142.5
- Oct.-Dec. .	242.8	189.1	221.6	212.1	232.0	144.9	174.2	163.3
1950 - Jan.-Mar. .	177.0	141.4	175.4	165.5	172.6	146.5	150.0	149.0

## B. PERCENTAGE COMPOSITION

1941 - Average ...	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1948 - Jan.-Mar. .	63.0	7.2	29.8	37.0	100.0	31.8	68.2	100.0
- Apr.-June .	63.7	7.3	29.0	36.3	100.0	30.9	69.1	100.0
- July-Sept..	65.3	7.1	27.6	34.7	100.0	31.2	68.8	100.0
- Oct.-Dec. .	64.2	7.7	28.1	35.8	100.0	31.4	68.6	100.0
1949 - Jan.-Mar. .	62.9	8.1	29.0	37.1	100.0	33.2	66.8	100.0
- Apr.-June .	63.2	8.0	28.8	36.8	100.0	32.7	67.3	100.0
- July-Sept..	64.0	8.3	27.7	36.0	100.0	32.5	67.5	100.0
- Oct.-Dec. .	63.0	8.7	28.3	37.0	100.0	32.7	67.3	100.0
1950 - Jan.-Mar. .	62.7	9.1	28.2	37.3	100.0	35.6	64.4	100.0

Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average ...	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. .	158.0	145.4	238.8	195.9	167.6	118.5	175.3	140.4
- Apr.-June .	197.0	177.1	303.0	245.2	209.2	126.6	188.6	150.5
- July-Sept..	185.4	157.2	260.9	213.2	192.4	125.6	191.4	151.0
- Oct.-Dec. .	284.6	298.7	398.5	352.4	301.6	193.8	302.1	234.9
1949 - Jan.-Mar. .	169.5	164.0	250.1	210.4	179.8	172.2	199.0	182.4
- Apr.-June .	207.2	218.6	322.9	274.8	224.3	181.4	223.7	197.5
- Jul.-Sept..	183.5	191.9	269.7	233.8	196.1	180.0	229.4	198.8
- Oct.-Dec. .	281.0	335.5	422.5	382.4	306.6	236.9	326.7	271.0
1950 - Jan.-Mar.(1)	171.3	204.9	258.4	232.4	186.6	266.5	201.8	242.0

## B. PERCENTAGE COMPOSITION

1941 - Average ...	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1948 - Jan.-Mar. .	70.5	10.1	19.4	29.5	100.0	51.9	48.1	100.0
- Apr.-June .	70.4	9.8	19.8	29.6	100.0	51.7	48.3	100.0
- July-Sept..	72.0	9.5	18.5	28.0	100.0	51.0	49.0	100.0
- Oct.-Dec. .	70.7	11.5	17.8	29.3	100.0	51.2	48.8	100.0
1949 - Jan.-Mar. .	70.5	10.6	18.9	29.5	100.0	58.5	41.5	100.0
- Apr.-June .	69.1	11.3	19.6	30.9	100.0	56.9	43.1	100.0
- Jul.-Sept..	70.0	11.4	18.6	30.0	100.0	56.1	43.9	100.0
- Oct.-Dec. .	68.6	12.7	18.7	31.4	100.0	54.2	45.8	100.0
1950 - Jan.-Mar.(1)	68.9	13.3	17.8	31.1	100.0	68.4	31.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> receivables at:					
1941 - Dec. 31 .....	3.09	0.54	1.14	167	79
1948 - Mar. 31 .....	3.30	0.64	1.32	141	68
- June 30 .....	3.84	0.73	1.55	123	58
- Sept. 30 .....	3.53	0.65	1.31	138	69
- Dec. 31 .....	3.89	0.87	1.39	103	65
1949 - Mar. 31 .....	2.94	0.53	1.32	170	68
- June 30 .....	3.38	0.67	1.50	134	60
- Sept. 30 .....	2.94	0.60	1.23	150	73
- Dec. 31 .....	3.37	0.79	1.35	114	67
1950 - Mar. 31 (1) ..	2.31	0.45	1.27	200	71

(1) A direct comparison of instalment sales and receivables to previous periods is not possible due to a revision in reporting.



Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	170.9	55.0	148.2	123.4	161.4	72.9	134.6	117.8
- Apr.-June ....	202.5	67.9	210.0	172.1	196.5	74.1	157.5	135.0
- Jul.-Sept. ....	160.3	45.6	145.8	119.9	152.4	60.4	129.2	111.7
- Oct.-Dec. ....	266.9	118.7	258.4	221.7	257.9	108.5	184.8	165.1
1949 - Jan.-Mar. ....	157.9	72.1	164.2	140.3	154.3	94.1	152.7	137.5
- Apr.-June ....	213.9	109.7	232.2	200.5	211.2	100.1	171.8	153.4
- Jul.-Sept. ....	162.3	50.6	159.0	131.3	156.2	81.3	161.4	141.1
- Oct.-Dec. ....	244.7	131.0	258.8	225.2	240.9	124.3	202.4	182.1
1950 - Jan.-Mar. ....	135.4	81.7	175.7	151.0	138.0	112.9	166.5	152.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1948 - Jan.-Mar. ....	84.7	1.8	13.5	15.3	100.0	16.9	83.1	100.0
- Apr.-June ....	82.7	1.8	15.5	17.3	100.0	14.8	85.2	100.0
- Jul.-Sept. ....	84.5	1.5	14.0	15.5	100.0	13.7	86.3	100.0
- Oct.-Dec. ....	82.9	2.4	14.7	17.1	100.0	16.9	83.1	100.0
1949 - Jan.-Mar. ....	81.7	2.4	15.9	18.3	100.0	17.7	82.3	100.0
- Apr.-June ....	81.1	2.7	16.2	18.9	100.0	16.8	83.2	100.0
- Jul.-Sept. ....	83.6	1.6	14.8	16.2	100.0	14.6	85.4	100.0
- Oct.-Dec. ....	81.7	2.8	15.5	18.3	100.0	17.7	82.3	100.0
1950 - Jan.-Mar. ....	78.8	3.0	18.2	21.2	100.0	19.4	80.6	100.0

## C. SALES - RECEIVABLES RATIO

DAYS CREDIT  
OUTSTANDING

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	6.05	1.21	1.19	74	76
1948 - Mar. 31 .....	8.37	0.90	1.36	100	66
- June 30 .....	8.89	1.10	1.62	82	56
- Sept. 30 .....	8.24	0.92	1.34	98	67
- Dec. 31 .....	9.47	1.34	1.67	67	54
1949 - Mar. 31 .....	6.85	0.94	1.32	96	68
- June 30 .....	8.41	1.34	1.64	67	55
- Sept. 30 .....	6.80	0.75	1.18	120	76
- Dec. 31 .....	8.19	1.29	1.54	70	58
1950 - Mar. 31 .....	5.68	0.88	1.28	102	70

Table 4. - Retail Consumer Credit - Women's Clothing Stores

A, INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	163.4	74.3	250.7	194.1	170.4	60.9	226.8	171.7
- Apr.-June ....	208.5	92.8	288.0	223.8	212.0	65.1	208.0	159.8
- Jul.-Sept. ....	195.4	70.9	246.2	188.9	194.0	53.3	234.9	174.1
- Oct.-Dec. ....	294.0	130.4	381.1	301.8	295.7	70.6	280.0	210.3
1949 - Jan.-Mar. ....	181.2	85.1	287.1	223.5	190.3	70.3	268.8	205.1
- Apr.-June ....	266.0	108.9	331.1	263.3	265.4	65.0	260.8	198.1
- Jul.-Sept. ....	199.7	61.6	233.6	183.2	196.2	44.0	249.1	186.6
- Oct.-Dec. ....	282.2	95.9	374.4	281.9	282.1	53.8	305.1	219.2
1950 - Jan.-Mar. ....	175.9	73.5	250.9	193.2	179.5	74.1	247.6	190.4

B. PERCENTAGE COMPOSITION

1941 - Average .....	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1948 - Jan.-Mar. ....	74.0	3.2	22.8	26.0	100.0	11.8	88.2	100.0
- Apr.-June ....	75.7	3.3	21.0	24.3	100.0	13.7	86.3	100.0
- Jul.-Sept. ....	78.3	2.7	19.0	21.7	100.0	10.2	89.8	100.0
- Oct.-Dec. ....	77.7	3.0	19.3	22.3	100.0	11.2	88.8	100.0
1949 - Jan.-Mar. ....	74.8	3.0	22.2	25.2	100.0	11.0	89.0	100.0
- Apr.-June ....	79.1	2.6	18.3	20.9	100.0	10.5	89.5	100.0
- Jul.-Sept. ....	79.9	2.0	18.1	20.1	100.0	7.2	92.8	100.0
- Oct.-Dec. ....	78.9	2.4	18.7	21.1	100.0	8.4	91.6	100.0
1950 - Jan.-Mar. ....	77.8	2.7	19.5	22.2	100.0	12.8	87.2	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	5.25	1.14	1.18	79	76
1948 - Mar. 31 .....	5.04	1.37	1.30	66	69
- June 30 .....	6.65	1.60	1.61	56	56
- Sept. 30 .....	5.85	1.52	1.24	59	73
- Dec. 31 .....	7.29	1.99	1.58	45	57
1949 - Mar. 31 .....	4.95	1.35	1.23	67	73
- June 30 .....	7.27	1.83	1.49	49	60
- Sept. 30 .....	5.69	1.57	1.11	57	81
- Dec. 31 .....	7.24	2.06	1.48	44	61
1950 - Mar. 31 .....	5.40	1.16	1.21	78	74



Table 5. - Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	159.0	103.9	173.3	138.2	152.2	76.3	139.3	102.9
- Apr.-June ....	216.9	132.3	242.0	186.1	206.6	82.4	169.4	118.4
- Jul.-Sept. ....	210.5	107.1	187.0	148.0	190.3	98.8	156.6	124.0
- Oct.-Dec. ....	284.5	228.0	290.1	261.3	277.3	122.7	195.9	156.9
1949 - Jan.-Mar. ....	151.2	106.7	175.2	141.8	148.3	93.6	162.9	123.6
- Apr.-June ....	225.9	161.5	265.3	214.5	222.2	102.5	188.4	139.6
- Jul.-Sept. ....	193.0	101.9	194.0	149.6	179.5	92.4	175.1	128.7
- Oct.-Dec. ....	249.6	200.0	300.3	250.8	250.0	119.1	224.8	164.6
1950 - Jan.-Mar. ....	129.1	90.6	165.6	129.8	129.3	96.8	168.7	129.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1948 - Jan.-Mar. ....	70.2	11.3	18.5	29.8	100.0	43.2	56.8	100.0
- Apr.-June ....	70.0	10.9	19.1	30.0	100.0	40.8	59.2	100.0
- Jul.-Sept. ....	74.8	8.9	16.3	25.2	100.0	44.9	55.1	100.0
- Oct.-Dec. ....	70.6	11.9	17.5	29.4	100.0	41.6	58.4	100.0
1949 - Jan.-Mar. ....	70.2	10.9	18.9	29.8	100.0	42.9	57.1	100.0
- Apr.-June ....	69.2	11.3	19.5	30.8	100.0	41.8	58.2	100.0
- Jul.-Sept. ....	74.0	8.5	17.5	26.0	100.0	40.3	59.7	100.0
- Oct.-Dec. ....	68.8	12.3	18.9	31.2	100.0	41.2	58.8	100.0
1950 - Jan.-Mar. ....	69.0	10.3	20.7	31.0	100.0	41.3	58.7	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal-ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	2.28	0.64	0.87	141	103
1948 - Mar. 31 .....	3.34	0.88	1.09	102	83
- June 30 .....	3.88	1.04	1.25	87	72
- Sept. 30 .....	3.50	0.69	1.03	130	87
- Dec. 31 .....	4.25	1.21	1.27	74	71
1949 - Mar. 31 .....	2.86	0.73	0.95	123	95
- June 30 .....	3.70	1.00	1.24	90	73
- Sept. 30 .....	3.34	0.71	0.98	127	92
- Dec. 31 .....	3.68	1.10	1.18	82	76
1950 - Mar. 31 .....	2.48	0.62	0.87	145	103

Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	193.2	139.1	198.1	156.9	168.8	118.2	140.1	123.4
- Apr.-June ....	111.0	59.8	211.8	112.3	111.9	87.4	210.0	121.0
- Jul.-Sept. ....	162.2	157.8	338.0	220.8	198.2	128.8	310.6	185.9
- Oct.-Dec. ....	379.4	356.3	581.6	425.6	408.6	159.1	239.1	181.2
1949 - Jan.-Mar. ....	170.2	135.6	223.4	165.3	167.1	113.6	168.6	130.2
- Apr.-June ....	82.9	96.5	203.3	131.2	113.1	122.4	205.9	145.7
- Jul.-Sept. ....	138.0	185.9	256.4	210.6	182.3	165.4	257.4	193.3
- Oct.-Dec. ....	358.3	342.1	447.7	375.8	369.2	195.1	207.9	198.6
1950 - Jan.-Mar. ....	168.4	126.6	233.5	159.0	162.5	131.1	163.0	139.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1948 - Jan.-Mar. ....	37.4	38.8	23.8	62.6	100.0	72.9	27.1	100.0
- Apr.-June ....	32.8	23.4	43.8	67.2	100.0	52.4	47.6	100.0
- Jul.-Sept. ....	31.6	31.8	36.6	68.4	100.0	47.5	52.5	100.0
- Oct.-Dec. ....	34.2	38.1	27.7	65.8	100.0	63.7	36.3	100.0
1949 - Jan.-Mar. ....	37.3	34.1	28.6	62.7	100.0	61.0	39.0	100.0
- Apr.-June ....	27.5	36.0	36.5	72.5	100.0	60.6	39.4	100.0
- Jul.-Sept. ....	29.5	40.4	30.1	70.5	100.0	59.7	40.3	100.0
- Oct.-Dec. ....	36.8	39.2	24.0	63.2	100.0	71.0	29.0	100.0
1950 - Jan.-Mar. ....	38.1	34.3	27.6	61.9	100.0	69.0	31.0	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total Sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	1.03	0.60	0.70	150	129
1948 - Mar. 31 .....	1.33	0.71	1.17	127	77
- June 30 .....	0.86	0.39	0.79	231	114
- Sept. 30 .....	1.09	0.73	0.76	123	118
- Dec. 31 .....	2.21	1.32	1.68	68	54
1949 - Mar. 31 .....	1.31	0.73	0.96	123	94
- June 30 .....	0.80	0.48	0.74	188	122
- Sept. 30 .....	0.98	0.67	0.73	134	123
- Dec. 31 .....	1.94	1.07	1.61	84	56
1950 - Mar. 31 .....	1.16	0.58	1.03	155	87



Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	261.4	119.4	268.8	157.8	191.7	50.4	109.7	60.2
- Apr.-June ....	284.8	144.2	344.3	195.2	225.5	55.5	171.9	71.9
- Jul.-Sept. ....	251.9	130.9	264.8	166.8	194.6	55.9	128.9	68.6
- Oct.-Dec. ....	361.1	163.0	311.0	204.0	254.9	63.5	133.9	76.2
1949 - Jan.-Mar. ....	251.4	137.8	247.0	168.9	195.9	69.9	117.9	79.0
- Apr.-June ....	253.6	153.7	249.2	181.6	205.0	71.5	115.8	80.1
- Jul.-Sept. ....	243.6	151.3	233.9	174.9	197.1	72.8	125.4	82.4
- Oct.-Dec. ....	339.6	210.7	258.4	224.6	261.5	95.1	118.7	99.8
1950 - Jan.-Mar. ....	228.3	152.0	206.4	168.0	187.6	95.0	103.6	96.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1948 - Jan.-Mar. ....	44.6	31.2	24.2	55.4	100.0	70.0	30.0	100.0
- Apr.-June ....	42.6	31.6	25.8	57.4	100.0	66.3	33.7	100.0
- Jul.-Sept. ....	42.3	33.1	24.6	57.7	100.0	67.3	32.7	100.0
- Oct.-Dec. ....	45.9	31.2	22.9	54.1	100.0	68.2	31.8	100.0
1949 - Jan.-Mar. ....	42.0	33.8	24.2	58.0	100.0	71.6	28.4	100.0
- Apr.-June ....	40.3	35.8	23.9	59.7	100.0	71.9	28.1	100.0
- Jul.-Sept. ....	39.9	37.2	22.9	60.1	100.0	72.2	27.8	100.0
- Oct.-Dec. ....	41.7	38.8	19.5	58.3	100.0	76.2	23.8	100.0
1950 - Jan.-Mar. ....	39.6	38.6	21.8	60.4	100.0	79.1	20.9	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						
1941 - Dec. 31 .....	0.71	0.42	0.74	214	122	(not available)
1948 - Mar. 31 .....	2.47	1.10	1.99	82	45	16.5
- June 30 .....	2.47	1.18	1.90	76	47	17.0
- Sept. 30 .....	2.01	0.99	1.51	91	60	15.0
- Dec. 31 .....	2.35	1.08	1.69	83	53	19.5
1949 - Mar. 31 .....	1.82	0.86	1.55	105	58	21.6
- June 30 .....	1.84	0.92	1.56	98	58	20.0
- Sept. 30 .....	1.71	0.88	1.41	102	64	18.8
- Dec. 31 .....	1.86	0.95	1.52	95	59	15.2
1950 - Mar. 31 .....	1.38	0.67	1.44	134	63	15.7

Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ...	250.5	102.9	166.7	116.4	144.7	64.2	72.6	65.2
- Apr.-June ...	286.7	132.0	195.0	144.5	174.6	70.8	84.9	72.5
- Jul.-Sept. ...	277.8	115.0	200.1	130.2	160.8	78.8	102.5	81.7
- Oct.-Dec. ...	340.4	152.0	253.1	170.2	205.9	86.4	110.5	89.4
1949 - Jan.-Mar. ...	235.0	113.1	186.9	126.7	149.7	85.8	102.7	87.9
- Apr.-June ...	280.2	138.0	235.2	155.6	181.8	91.2	111.0	93.7
- Jul.-Sept. ...	265.4	135.7	241.1	154.1	177.4	97.8	130.7	101.7
- Oct.-Dec. ...	308.1	165.8	275.6	184.9	210.3	106.3	132.3	109.5
1950 - Jan.-Mar. ...	215.5	108.5	181.8	120.9	140.2	102.3	122.9	104.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1948 - Jan.-Mar. ...	36.6	44.3	19.1	63.4	100.0	86.3	13.7	100.0
- Apr.-June ...	34.7	47.8	17.5	65.3	100.0	86.3	13.7	100.0
- Jul.-Sept. ...	35.9	46.5	17.6	64.1	100.0	84.8	15.2	100.0
- Oct.-Dec. ...	34.7	47.8	17.5	65.3	100.0	84.5	15.5	100.0
1949 - Jan.-Mar. ...	33.4	48.5	18.1	66.6	100.0	85.1	14.9	100.0
- Apr.-June ...	32.4	49.1	18.5	67.6	100.0	85.0	15.0	100.0
- Jul.-Sept. ...	31.3	50.0	18.7	68.7	100.0	84.6	15.4	100.0
- Oct.-Dec. ...	30.3	51.7	18.0	69.7	100.0	85.2	14.8	100.0
1950 - Jan.-Mar. ...	31.4	51.1	17.5	68.6	100.0	85.7	14.3	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						
1941 - Dec. 31 .....	0.58	0.43	0.67	209	134	(not available)
1948 - Mar. 31 .....	1.19	0.61	1.66	148	54	3.1
- June 30 .....	1.26	0.70	1.65	129	55	2.9
- Sept. 30 .....	1.14	0.63	1.31	143	69	3.9
- Dec. 31 .....	1.35	0.77	1.52	117	59	3.0
1949 - Mar. 31 .....	0.98	0.56	1.20	161	75	4.5
- June 30 .....	1.14	0.66	1.41	136	64	4.4
- Sept. 30 .....	1.00	0.59	1.23	153	73	4.0
- Dec. 31 .....	1.08	0.66	1.33	136	68	3.3
1950 - Mar. 31 .....	0.76	0.45	0.93	200	97	5.4



Table 9. - Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	160.3	42.3	161.4	135.4	150.3	12.6	132.3	103.2
- Apr.-June ....	256.1	65.4	262.0	219.0	241.5	22.5	159.6	126.6
- Jul.-Sept. ..	241.3	91.4	236.9	217.3	232.9	63.3	155.2	143.3
- Oct.-Dec. ....	289.0	152.1	228.2	215.0	261.9	70.8	137.6	124.8
1949 - Jan.-Mar. ....	160.2	114.5	156.0	148.7	156.0	78.9	120.5	111.8
- Apr.-June ....	276.0	122.9	249.6	233.4	261.3	73.9	163.6	151.9
- Jul.-Sept. ..	245.3	132.9	236.7	223.8	237.8	84.3	165.5	155.1
- Oct.-Dec. ....	278.3	155.7	265.2	250.9	268.7	76.9	170.7	158.4
1950 - Jan.-Mar. ....	139.7	97.1	139.8	133.9	137.6	64.2	136.1	126.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1948 - Jan.-Mar. ....	63.9	2.5	33.6	36.1	100.0	3.0	97.0	100.0
- Apr.-June ....	64.4	2.3	33.3	35.6	100.0	4.3	95.7	100.0
- Jul.-Sept. ..	67.2	1.9	30.9	32.8	100.0	5.7	94.3	100.0
- Oct.-Dec. ....	69.9	3.7	26.4	30.1	100.0	10.9	89.1	100.0
1949 - Jan.-Mar. ....	64.9	4.8	30.3	35.1	100.0	14.7	85.3	100.0
- Apr.-June ....	69.3	2.0	28.7	30.7	100.0	6.4	93.6	100.0
- Jul.-Sept. ..	67.1	2.4	30.5	32.9	100.0	7.0	93.0	100.0
- Oct.-Dec. ....	67.5	2.6	29.9	32.5	100.0	6.3	93.7	100.0
1950 - Jan.-Mar. ....	65.7	3.5	30.8	34.3	100.0	6.7	93.3	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total Sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	2.48	0.91	0.87	99	103
1948 - Mar. 31 .....	2.96	2.45	1.03	37	87
- June 30 .....	3.87	2.11	1.35	43	67
- Sept. 30 .....	4.03	1.31	1.32	69	68
- Dec. 31 .....	4.69	1.59	1.39	57	65
1949 - Mar. 31 .....	3.09	1.00	1.10	90	82
- June 30 .....	4.37	1.42	1.34	63	67
- Sept. 30 .....	3.86	1.35	1.26	67	71
- Dec. 31 .....	4.21	1.75	1.34	51	67
1950 - Mar. 31 .....	2.72	1.40	0.90	64	100

Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ...	133.8	112.4	119.8	116.1	125.6	124.8	91.8	114.4
- Apr.-June ...	164.3	143.7	146.2	145.0	155.3	128.5	109.5	122.3
- Jul.-Sept. ...	183.5	223.2	117.1	166.6	176.0	179.0	97.1	149.9
- Oct.-Dec. ...	307.6	283.7	275.7	279.6	295.1	236.9	242.3	238.8
1949 - Jan.-Mar. ...	132.4	154.0	117.8	134.8	133.5	174.4	118.7	154.8
- Apr.-June ...	198.8	196.8	179.6	188.0	193.9	168.2	128.4	155.0
- Jul.-Sept. ...	203.9	281.7	145.2	209.4	206.4	219.4	117.1	184.1
- Oct.-Dec. ...	347.9	362.8	324.2	342.2	345.4	250.9	245.0	248.8
1950 - Jan.-Mar. ...	145.0	150.9	143.6	147.0	145.9	204.8	130.0	178.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1948 - Jan.-Mar. ...	56.9	20.7	22.4	43.1	100.0	74.7	25.3	100.0
- Apr.-June ...	56.6	21.1	22.3	43.4	100.0	70.7	29.3	100.0
- Jul.-Sept. ...	58.1	26.2	15.7	41.9	100.0	77.0	23.0	100.0
- Oct.-Dec. ...	57.7	20.6	21.7	42.3	100.0	65.1	34.9	100.0
1949 - Jan.-Mar. ...	54.7	24.3	21.0	45.3	100.0	73.0	27.0	100.0
- Apr.-June ...	56.0	22.6	21.4	44.0	100.0	72.6	27.4	100.0
- Jul.-Sept. ...	54.2	29.0	16.8	45.8	100.0	78.1	21.9	100.0
- Oct.-Dec. ...	55.8	21.8	22.4	44.2	100.0	65.0	35.0	100.0
1950 - Jan.-Mar. ...	54.5	21.8	23.7	45.5	100.0	74.2	25.8	100.0

## C. SALES - RECEIVABLES RATIO

DAYS CREDIT  
OUTSTANDING

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
Three month sales to receivables at:					
1941 - Dec. 31 .....	1.85	0.66	1.09	136	83
1948 - Mar. 31 .....	1.91	0.60	1.51	150	60
- June 30 .....	2.26	0.75	1.53	120	59
- Sept. 30 ....	2.25	0.83	1.35	108	67
- Dec. 31 .....	2.30	0.80	1.31	113	69
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79
- June 30 .....	2.29	0.79	1.61	114	56
- Sept. 30 ....	2.09	0.85	1.42	106	63
- Dec. 31 .....	2.57	0.96	1.45	94	62
1950 - Mar. 31 .....	1.50	0.49	1.26	184	71



Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ...	157.0	70.4	297.5	161.9	159.8	57.9	176.2	156.5
- Apr.-June ...	216.1	92.1	303.0	175.0	192.1	79.1	209.0	187.9
- Jul.-Sept. ..	197.3	68.0	266.1	139.3	163.7	40.0	245.5	190.8
- Oct.-Dec. ...	203.5	81.8	321.3	170.0	184.4	37.8	235.5	185.4
1949 - Jan.-Mar. ...	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June ...	278.7	119.3	355.2	205.8	237.3	70.0	268.8	219.0
- Jul.-Sept. ..	233.0	101.6	287.6	168.1	195.7	59.5	254.5	204.7
- Oct.-Dec. ...	206.5	100.7	287.0	167.5	184.1	63.6	245.4	198.9
1950 - Jan.-Mar. ...	243.9	133.4	266.5	181.7	208.4	64.8	258.0	210.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1948 - Jan.-Mar. ...	40.4	15.5	44.1	59.6	100.0	6.2	93.8	100.0
- Apr.-June ...	46.8	17.0	36.2	53.2	100.0	6.8	93.2	100.0
- Jul.-Sept. ..	50.8	15.4	33.8	49.2	100.0	5.6	94.4	100.0
- Oct.-Dec. ...	47.4	16.0	36.6	52.6	100.0	5.2	94.8	100.0
1949 - Jan.-Mar. ...	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June ...	50.7	18.1	31.2	49.3	100.0	8.0	92.0	100.0
- Jul.-Sept. ..	50.6	19.2	30.2	49.4	100.0	7.4	92.6	100.0
- Oct.-Dec. ...	47.8	20.1	32.1	52.2	100.0	8.2	91.8	100.0
1950 - Jan.-Mar. ...	50.2	23.3	26.5	49.8	100.0	7.6	92.4	100.0

## C. INSTALMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1948 - Mar. 31 .....	67.4
- June 30 .....	65.2
- Sept. 30 .....	55.2
- Dec. 31 .....	59.6
1949 - Mar. 31 .....	56.4
- June 30 .....	59.8
- Sept. 30 .....	58.4
- Dec. 31 .....	51.5
1950 - Mar. 31 .....	58.3

Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - $\frac{1}{2}$ year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	183.5	111.9	153.8	99.7
- Apr.-June ....	209.0	126.8	174.9	103.1
- Jul.-Sept. ....	218.9	131.0	182.4	101.8
- Oct.-Dec. ....	235.8	148.5	199.6	116.4
1949 - Jan.-Mar. ....	206.7	124.2	172.1	107.7
- Apr.-June ....	216.8	145.2	187.4	117.2
- Jul.-Sept. ....	224.6	139.0	189.0	111.8
- Oct.-Dec. ....	239.1	144.8	198.2	121.9
1950 - Jan.-Mar. ....	208.1	128.3	173.8	104.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1948 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	69.9	30.1	100.0
- Jul.-Sept. ....	70.2	29.8	100.0
- Oct.-Dec. ....	69.1	30.9	100.0
1949 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	68.3	31.7	100.0
- Jul.-Sept. ....	69.4	30.6	100.0
- Oct.-Dec. ....	68.3	31.7	100.0
1950 - Jan.-Mar. ....	68.3	31.7	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	5.00	2.08	43
1948 - Mar. 31 .....	7.71	2.33	39
- June 30 .....	8.48	2.55	35
- Sept. 30 .....	8.96	2.67	34
- Dec. 31 .....	8.57	2.65	34
1949 - Mar. 31 .....	8.09	2.45	37
- June 30 .....	8.07	2.56	35
- Sept. 30 .....	8.38	2.56	35
- Dec. 31 .....	7.94	2.51	36
1950 - Mar. 31 .....	8.34	2.64	34

Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - $\frac{1}{4}$ year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	162.6	142.5	155.9	82.8
- Apr.-June ....	209.7	178.4	199.2	92.3
- Jul.-Sept. ...	235.2	188.1	219.4	97.1
- Oct.-Dec. ....	240.2	194.8	225.0	98.8
1949 - Jan.-Mar. ....	161.0	157.6	159.9	92.0
- Apr.-June ....	216.0	193.5	208.5	101.4
- Jul.-Sept. ...	230.3	202.9	221.0	111.5
- Oct.-Dec. ....	228.8	201.5	219.8	106.4
1950 - Jan.-Mar. ....	150.0	149.2	149.7	105.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1948 - Jan.-Mar. ....	69.4	30.6	100.0
- Apr.-June ....	70.0	30.0	100.0
- Jul.-Sept. ...	71.3	28.7	100.0
- Oct.-Dec. ....	71.0	29.0	100.0
1949 - Jan.-Mar. ....	67.6	32.4	100.0
- Apr.-June ....	69.2	30.8	100.0
- Jul.-Sept. ...	69.1	30.9	100.0
- Oct.-Dec. ....	69.8	30.2	100.0
1950 - Jan.-Mar. ....	66.8	33.2	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> receivables at:			
1941 - Dec. 31 .....	2.32	0.78	115
1948 - Mar. 31 .....	4.37	1.34	67
- June 30 .....	5.00	1.50	60
- Sept. 30 .....	5.24	1.50	60
- Dec. 31 .....	5.28	1.53	59
1949 - Mar. 31 .....	3.96	1.28	70
- June 30 .....	4.44	1.37	66
- Sept. 30 .....	4.39	1.36	66
- Dec. 31 .....	4.75	1.43	63
1950 - Mar. 31 .....	3.34	1.11	81



Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - $\frac{1}{4}$ year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	221.6	190.1	198.3	125.9
- Apr.-June ....	124.5	127.9	127.0	100.6
- Jul.-Sept. ...	163.5	154.8	157.0	120.1
- Oct.-Dec. ....	205.9	172.6	181.2	136.8
1949 - Jan.-Mar. ....	226.6	184.3	195.3	126.2
- Apr.-June ....	96.9	112.6	108.6	103.8
- Jul.-Sept. ...	158.2	158.0	158.0	130.7
- Oct.-Dec. ....	206.0	196.8	199.1	154.9
1950 - Jan.-Mar. ....	231.6	230.7	230.9	164.2

## B. PERCENTAGE COMPOSITION

1941 - Average .....	25.8	74.2	100.0
1948 - Jan.-Mar. ....	28.8	71.2	100.0
- Apr.-June .....	25.3	74.7	100.0
- Jul.-Sept. ...	26.8	73.2	100.0
- Oct.-Dec. ....	29.3	70.7	100.0
1949 - Jan.-Mar. ....	30.2	69.8	100.0
- Apr.-June ....	22.7	77.3	100.0
- Jul.-Sept. ...	25.5	74.5	100.0
- Oct.-Dec. ....	26.2	73.8	100.0
1950 - Jan.-Mar. ....	25.0	75.0	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	1.74	1.29	70
1948 - Mar. 31 .....	2.74	1.95	46
- June 30 .....	2.19	1.64	55
- Sept. 30 .....	2.27	1.66	54
- Dec. 31 .....	2.30	1.63	55
1949 - Mar. 31 .....	2.72	1.90	47
- June 30 .....	1.83	1.41	64
- Sept. 30 .....	2.12	1.58	57
- Dec. 31 .....	2.26	1.67	54
1950 - Mar. 31 .....	2.42	1.82	49

Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	214.3	234.7	223.9	155.8
- Apr.-June ....	294.4	262.4	279.3	171.0
- Jul.-Sept. ....	255.9	251.9	254.0	158.1
- Oct.-Dec. ....	230.1	231.3	230.7	143.1
1949 - Jan.-Mar. ....	193.9	223.8	208.0	140.4
- Apr.-June ....	295.1	287.3	291.4	170.0
- Jul.-Sept. ....	237.6	237.2	237.4	172.1
- Oct.-Dec. ....	225.1	224.9	225.0	152.2
1950 - Jan.-Mar. ....	193.2	214.1	203.2	142.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.7	47.3	100.0
1948 - Jan.-Mar. ....	50.5	49.5	100.0
- Apr.-June ....	55.6	44.4	100.0
- Jul.-Sept. ....	53.1	46.9	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1949 - Jan.-Mar. ....	49.5	50.5	100.0
- Apr.-June ....	53.3	46.7	100.0
- Jul.-Sept. ....	51.8	48.2	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1950 - Jan.-Mar. ....	49.7	50.3	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.11	1.00	90
1948 - Mar. 31 .....	3.04	1.50	60
- June 30 .....	3.45	1.53	59
- Sept. 30 .....	3.39	1.59	57
- Dec. 31 .....	3.41	1.61	56
1949 - Mar. 31 .....	3.09	1.56	58
- June 30 .....	3.66	1.71	53
- Sept. 30 .....	2.82	1.36	66
- Dec. 31 .....	3.05	1.45	62
1950 - Mar. 31 .....	2.94	1.48	61

Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	130.7	197.8	155.2	153.9
- Apr.-June ....	192.5	236.2	208.5	168.1
- Jul.-Sept. ....	207.7	255.5	225.2	177.5
- Oct.-Dec. ....	185.6	274.7	218.2	172.9
1949 - Jan.-Mar. ....	124.5	237.5	164.9	166.2
- Apr.-June ....	203.7	287.3	235.3	214.4
- Jul.-Sept. ....	211.0	268.2	232.4	194.8
- Oct.-Dec. ....	195.3	223.2	205.9	187.3
1950 - Jan.-Mar. ....	148.2	192.5	164.6	167.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0
1948 - Jan.-Mar. ....	53.4	46.6	100.0
- Apr.-June ....	58.6	41.4	100.0
- Jul.-Sept. ....	58.5	41.5	100.0
- Oct.-Dec. ....	54.0	46.0	100.0
1949 - Jan.-Mar. ....	48.4	51.6	100.0
- Apr.-June ....	53.8	46.2	100.0
- Jul.-Sept. ....	56.9	43.1	100.0
- Oct.-Dec. ....	58.7	41.3	100.0
1950 - Jan.-Mar. ....	56.8	43.2	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	3.50	1.28	70
1948 - Mar. 31 .....	3.53	1.64	55
- June 30 .....	4.34	1.80	50
- Sept. 30 .....	4.44	1.84	49
- Dec. 31 .....	4.41	2.03	44
1949 - Mar. 31 .....	3.43	1.77	51
- June 30 .....	3.94	1.82	49
- Sept. 30 .....	4.37	1.88	48
- Dec. 31 .....	4.08	1.68	54
1950 - Mar. 31 .....	3.63	1.57	57



Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1948 - Jan.-Mar. ....	132.3	121.9	130.6	157.2
- Apr.-June ....	167.0	150.9	164.4	189.9
- Jul.-Sept. ....	189.2	158.7	184.3	185.4
- Oct.-Dec. ....	177.7	161.6	175.1	183.6
1949 - Jan.-Mar. ....	123.1	131.3	124.4	166.3
- Apr.-June ....	165.0	175.0	166.6	210.4
- Jul.-Sept. ....	182.8	171.7	181.1	196.7
- Oct.-Dec. ....	165.7	174.9	167.3	223.5
1950 - Jan.-Mar. ....	130.4	143.7	132.6	193.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1948 - Jan.-Mar. ....	85.1	14.9	100.0
- Apr.-June ....	85.3	14.7	100.0
- Jul.-Sept. ....	86.2	13.8	100.0
- Oct.-Dec. ....	85.2	14.8	100.0
1949 - Jan.-Mar. ....	83.2	16.8	100.0
- Apr.-June ....	83.0	17.0	100.0
- Jul.-Sept. ....	85.0	15.0	100.0
- Oct.-Dec. ....	82.2	17.8	100.0
1950 - Jan.-Mar. ....	82.2	17.8	100.0

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	15.45	2.47	36
1948 - Mar. 31 .....	12.84	1.92	47
- June 30 .....	13.37	1.97	46
- Sept. 30 .....	15.35	2.12	42
- Dec. 31 .....	14.74	2.18	41
1949 - Mar. 31 .....	11.57	1.95	46
- June 30 .....	12.18	2.07	43
- Sept. 30 .....	14.08	2.11	43
- Dec. 31 .....	11.78	2.09	43
1950 - Mar. 31 .....	10.35	1.84	49

## SUMMARY OF ANNUAL AVERAGES

Indexes of sales and receivables have been published previously by quarterly or half-yearly periods. These indexes were not adjusted for seasonal variations. The annual indexes and composition percentages were compiled from cumulated annual sales volumes for the three classes of sale - cash, instalment and charge.

Annual figures for the 'combined trades' have not been calculated because not all of the 16 trades now covered have been represented in the series throughout the period reviewed.

From 1941 to 1946 the proportion of cash sales increased considerably. Since 1946, with the relaxation of wartime controls on credit buying, a larger share of consumer spending has been on credit terms. This was generally true of all trades except motor vehicle dealers. In this trade, there has been no decrease in the proportion of cash sales from 1946 to 1949.

Of the ten 'instalment' trades, instalment sales have accounted for an increasing share of total business since 1946. Most of the percentage decrease in cash sales was accounted for by a rise in instalment sales, credit sales remaining relatively constant. Instalment receivables also accounted for greater proportions of total accounts receivable in most of the trades.

Table 18. - Summary of Annual Indexes and Percentage Composition by Kinds of Business, 1941, 1946-1949.

Year	Sales during Year					Accounts receivable at December 31		
	Cash	Instalment	Charge	Total Credit	Total Sales	Instalment	Charge	Total
DEPARTMENT STORES								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	171.4	103.7	198.7	157.1	167.9	54.9	191.8	107.3
1947	184.4	171.6	250.4	215.9	192.3	142.2	256.8	186.1
1948	206.1	194.4	299.8	251.3	217.5	193.8	302.1	234.9
1949	210.3	227.4	316.2	275.3	226.6	236.9	326.7	271.0
% Composition								
1941	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1946	76.7	6.7	16.6	23.3	100.0	31.6	68.4	100.0
1947	72.0	9.7	18.3	28.0	100.0	47.2	52.8	100.0
1948	70.9	10.4	18.7	29.1	100.0	51.2	48.8	100.0
1949	69.4	11.7	18.9	30.6	100.0	54.2	45.8	100.0

Table 18. - Summary of Annual Indexes and Percentage Composition By Kinds of Business, 1941, 1946-1949. - (Cont'd.)

Year	Sales during Year					Accounts receivable at December 31		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
<b>MEN'S CLOTHING STORES</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	169.8	14.7	120.1	93.4	154.8	16.8	107.2	83.8
1947	183.2	36.3	156.0	123.8	171.8	51.7	142.7	118.8
1948	200.8	72.4	191.1	159.9	192.7	108.5	184.8	165.1
1949	194.8	91.2	203.4	174.3	190.8	124.3	202.4	182.1
% Composition								
1941	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1946	88.1	0.5	11.4	11.9	100.0	5.2	94.8	100.0
1947	86.2	1.1	12.7	13.8	100.0	11.4	88.6	100.0
1948	83.5	2.0	14.5	16.5	100.0	16.9	83.1	100.0
1949	81.9	2.5	15.6	18.1	100.0	17.7	82.3	100.0
<b>WOMEN'S CLOTHING STORES</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	175.6	66.9	202.3	153.4	170.9	44.1	170.3	122.1
1947	189.6	69.9	251.2	190.4	189.8	65.4	238.9	178.5
1948	216.6	92.0	292.1	227.4	219.1	70.6	280.0	210.3
1949	232.2	88.2	304.8	237.4	233.3	53.8	305.1	219.2
% Composition								
1941	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1946	80.9	3.0	16.1	19.1	100.0	13.8	86.2	100.0
1947	77.0	2.8	20.2	23.0	100.0	12.7	87.3	100.0
1948	76.7	3.0	20.3	23.3	100.0	11.2	88.8	100.0
1949	78.3	2.5	19.2	21.7	100.0	8.4	91.6	100.0
<b>FAMILY CLOTHING STORES</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	199.9	65.9	181.2	118.2	173.4	50.6	135.1	82.3
1947	206.8	103.7	203.3	150.4	188.8	85.2	167.0	116.9
1948	222.0	143.4	225.3	185.2	210.1	122.7	195.9	156.9
1949	204.7	142.7	233.3	189.1	199.8	119.1	224.8	164.6
% Composition								
1941	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1946	77.8	6.8	15.4	22.2	100.0	38.5	61.5	100.0
1947	74.6	9.3	16.1	25.4	100.0	44.6	55.4	100.0
1948	71.5	10.8	17.7	28.5	100.0	41.6	58.4	100.0
1949	70.3	10.9	18.8	29.7	100.0	41.2	58.8	100.0



Table 18. - Summary of Annual Indexes and Percentage Composition by Kinds of Business, 1941, 1946-1949. - (Cont'd.)

Year	Sales during Year					Accounts receivable at December 31		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
<b>FURRIERS</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	205.1	139.7	210.7	161.3	175.4	92.5	131.3	101.4
1947	216.5	174.2	253.4	196.1	202.5	138.5	210.1	153.7
1948	232.3	201.0	359.4	252.6	245.3	159.1	239.1	181.2
1949	189.5	193.2	283.9	223.4	210.6	195.1	207.9	198.6
% Composition								
1941	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1946	37.7	37.6	24.7	62.3	100.0	70.3	29.7	100.0
1947	33.7	42.6	23.7	66.3	100.0	70.9	29.1	100.0
1948	33.9	35.5	30.6	66.1	100.0	63.7	36.3	100.0
1949	34.0	38.1	27.9	66.0	100.0	71.0	29.0	100.0
<b>HOUSEHOLD APPLIANCE AND RADIO STORES</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	230.2	48.5	206.4	99.9	148.9	15.6	102.4	29.7
1947	279.9	107.7	302.0	157.3	198.5	43.2	177.8	60.1
1948	291.6	140.2	295.3	181.4	217.6	63.5	133.9	76.2
1949	272.4	163.7	247.4	187.8	215.2	95.1	118.7	99.8
% Composition								
1941	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1946	58.1	13.7	28.2	41.9	100.0	44.2	55.8	100.0
1947	47.4	26.8	25.8	52.6	100.0	62.9	37.1	100.0
1948	44.0	31.8	24.2	56.0	100.0	68.2	31.8	100.0
1949	41.0	36.6	22.4	59.0	100.0	76.2	23.8	100.0
<b>FURNITURE STORES</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	304.6	76.2	213.5	102.4	145.0	24.4	60.4	28.3
1947	303.8	116.5	197.5	132.6	168.8	61.0	73.9	62.5
1948	290.0	126.1	202.9	140.9	172.1	86.4	110.5	89.4
1949	272.0	138.3	234.0	155.4	179.8	106.3	132.3	109.5
% Composition								
1941	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1946	44.3	33.6	22.1	55.7	100.0	76.9	23.1	100.0
1947	38.1	43.6	18.3	61.9	100.0	86.4	13.6	100.0
1948	35.4	46.8	17.8	64.6	100.0	84.5	15.5	100.0
1949	31.7	50.0	18.3	68.3	100.0	85.2	14.8	100.0

Table 18. - Summary of Annual Indexes and Percentage Composition By Kinds of Business, 1941, 1946-1949. - (Cont'd.)

Year	Sales during Year					Accounts receivable at December 31		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
<b>HARDWARE STORES</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	215.0	52.6	176.5	160.6	194.8	25.3	107.4	97.6
1947	228.6	50.4	212.8	186.8	213.4	38.0	143.3	129.0
1948	242.1	87.2	224.2	199.1	226.0	70.8	137.6	124.8
1949	239.0	129.5	225.4	211.8	229.4	76.9	170.7	158.4
% Composition								
1941	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1946	69.4	1.3	29.3	30.6	100.0	3.1	96.9	100.0
1947	68.0	1.4	30.6	32.0	100.0	4.0	96.0	100.0
1948	67.0	2.6	30.4	33.0	100.0	10.9	89.1	100.0
1949	67.4	2.8	29.8	32.6	100.0	6.3	93.7	100.0
<b>JEWELLERY STORES</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	207.0	79.5	149.5	112.0	164.3	60.6	170.4	98.6
1947	182.8	138.3	146.7	142.0	163.8	155.0	210.1	172.9
1948	200.2	190.9	165.8	177.9	190.1	236.9	242.3	238.8
1949	221.3	247.5	192.3	218.5	220.0	250.9	245.0	248.8
% Composition								
1941	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1946	69.4	11.7	18.9	30.6	100.0	40.3	59.7	100.0
1947	59.7	21.8	18.5	40.3	100.0	60.5	39.5	100.0
1948	57.4	22.1	20.5	42.6	100.0	65.1	34.9	100.0
1949	55.3	24.0	20.7	44.7	100.0	65.0	35.0	100.0
<b>MOTOR VEHICLE DEALERS</b>								
Indexes								
1941	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1946	99.9	26.0	138.2	94.2	96.6	69.8	131.3	120.1
1947	182.8	65.1	308.2	160.4	169.8	80.0	178.6	161.2
1948	194.1	76.6	296.3	159.3	174.0	37.8	235.5	185.4
1949	216.1	98.7	294.1	168.9	189.0	63.6	245.4	198.9
% Composition								
1941	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1946	42.6	9.6	47.8	57.4	100.0	10.5	89.5	100.0
1947	45.2	13.5	41.3	54.8	100.0	8.7	91.3	100.0
1948	47.0	15.9	37.1	53.0	100.0	5.2	94.8	100.0
1949	48.7	19.2	32.1	51.3	100.0	8.2	91.8	100.0

Table 18. - Summary of Annual Indexes and Percentage Composition By Kinds of Business, 1941, 1946-1949. (Cont'd.)

Year	Sales during Year			Accounts receivable at December 31 (charge)
	Cash	Charge	Total	
FOOD STORES				
Indexes				
1941	100.0	100.0	100.0	100.0
1948	211.8	129.6	177.7	116.4
1949	221.6	138.2	186.6	121.9
% Composition				
1941	58.5	41.5	100.0	
1948	69.7	30.3	100.0	
1949	68.9	31.1	100.0	
COUNTRY GENERAL STORES				
Indexes				
1941	100.0	100.0	100.0	100.0
1948	212.0	175.9	200.0	98.8
1949	208.5	188.7	202.0	106.4
% Composition				
1941	66.5	33.5	100.0	
1948	70.5	29.5	100.0	
1949	69.0	31.0	100.0	
FUEL DEALERS				
Indexes				
1941	100.0	100.0	100.0	100.0
1948	178.9	161.4	165.9	136.8
1949	173.3	163.4	165.9	154.9
% Composition				
1941	25.8	74.2	100.0	
1948	27.8	72.2	100.0	
1949	26.7	73.3	100.0	
FEED STORES				
Indexes				
1941	100.0	100.0	100.0	100.0
1948	248.7	245.1	247.0	143.1
1949	238.2	243.5	240.7	152.2
% Composition				
1941	52.7	47.3	100.0	
1948	53.1	46.9	100.0	
1949	51.9	48.1	100.0	



Table 18. - Summary of Annual Indexes and Percentage Composition By Kinds of Business, 1941, 1946-1949. - (Concl'd.)

Year	Sales during Year			Accounts receivable at December 31 (charge)
	Cash	Charge	Total	
GARAGES				
Indexes				
	1941	100.0	100.0	100.0
	1948	179.1	241.1	172.9
	1949	182.2	254.5	187.3
% Composition				
	1941	63.4	36.6	100.0
	1948	56.3	43.7	100.0
	1949	54.7	45.3	100.0

#### FILLING STATIONS

Indexes				
1941	100.0	100.0	100.0	100.0
1948	166.5	148.3	163.6	183.6
1949	159.0	163.3	159.7	223.5
% Compositon				
1941	84.0	16.0	100.0	
1948	85.5	14.5	100.0	
1949	83.4	16.6	100.0	











GOVERNMENT OF CANADA

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Publications

# RETAIL CONSUMER CREDIT

SECOND QUARTER, 1950



UNIVERSITY OF TORONTO

**DOMINION BUREAU OF STATISTICS**  
**DEPARTMENT OF TRADE AND COMMERCE**

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Published by Authority of the Rt. Hon. C. D. Howe  
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Prepared in the Merchandising and Services Section  
of the Industry and Merchandising Division,  
Dominion Bureau of Statistics, Ottawa



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- Food Chains in Canada
- Variety Chains in Canada
- Drug Chains in Canada
- Retail Chains in Canada
- Retail Trade

QUARTERLY:

- Retail Consumer Credit

MONTHLY:

- Department Store Sales and Inventories
- Retail Trade
- Wholesale Trade

SPECIAL:

- Operating Results Series
  - Independent Stores - 5 bulletins,  
20 trades
  - Wholesalers - 3 bulletins,  
10 trades
  - Chain Stores - 3 bulletins,  
10 trades

The above publications may be obtained by writing to the  
Dominion Bureau of Statistics, Ottawa

## RETAIL CONSUMER CREDIT

### SECOND QUARTER 1950

Vol. VI

No. 2

This bulletin deals with the trends of retail consumer credit in sixteen major credit-dealing trades on a quarterly basis. Revised results for the first quarter are shown, and the second quarter results are subject to revision.

Credit sales of food stores, country general stores, fuel dealers, feed stores, garages and filling stations are largely on the charge account plan. Instalment credit extended by a few of these trades has been included with charge accounts because the amounts were negligible. Because of their 'cash' policy, chain stores have been omitted from the food classification which, for the purpose of this survey, is made up of independent grocery and combination grocery and meat stores.

This study is based on a store sample which differs from that employed in the monthly Retail Trade series. This and the fact that food chains are excluded do not permit direct comparison between the two series.

In this bulletin a revision to department stores for the four quarters of 1949 is shown. This revision caused some slight change to combined trades. No reports from Newfoundland firms are included in this survey.

#### Change in Proportion of Cash and Credit Dealing

Cash sales made up 62.8% of total sales volume for the sixteen trades covered by this survey in the second quarter of 1950, a figure which remains unchanged from the first quarter of the year. During the second quarter of 1949 cash sales formed 63.2% of total sales. Eleven of the trades contributed to the smaller percentage of cash sales in 1950, and five reported increased proportions of cash sales.

Instalment sales rose to 9.3% of total sales in the second quarterly period of 1950 from 9.2% in the first three months of this year and 8.3% in the second quarter of 1949. Instalment sales absorbed a larger share of the business in seven of the ten trades which extend instalment credit.

Charge sales were correspondingly lower - 27.9% of sales in the second quarter of 1950 and 28.5% in the same period last year.

The proportion of accounts receivable, as between instalment and charge, has varied only slightly from quarter to quarter during the eighteen months reviewed in this report.



Change in Indexes from 1949

Cash sales during the second quarter of 1950 were only fractionally higher than in the same period of 1949. Based on 1941, the index of cash sales rose from 216.7 for the period April-June 1949 to 218.0 in 1950. Only six of the sixteen trades increased their cash sales with motor vehicle dealers contributing largely to the over-all increase.

Instalment sales gained 18% over 1949. From 153.5 in the second quarter of 1949, the index for instalment sales rose to 180.9 in 1950. Six of the ten "instalment" trades showed increased activity in instalment credit with decreases appearing in the clothing trades.

Charge Sales for the combined (16) trades decreased slightly - from 203.8 to 202.8. Seven trades extended less charge credit and nine increased the amount of their charge sales.

Receivables - Total receivables were 9% higher at June 30, 1950 than at the same date in 1949. This increase represented the combined effect of a gain of 22% in unpaid instalment accounts and of 3% in outstanding charge accounts. Five of the ten "instalment" trades had smaller outstanding accounts and five had more receivables at the end of the second quarter in 1950. Unpaid charge accounts were greater at June 30, 1950 in eleven of the sixteen trades.

Days Credit Outstanding - All except one trade in the instalment category experienced an increase in the number of days credit outstanding. Repayment of charge accounts was slower in the second quarter of 1950 than in the same period of 1949 for nine of the sixteen trades while two reported no change.

Motor vehicle dealers were omitted from the calculation of sales-receivables ratios and days credit outstanding. The amount of outstanding accounts on instalment credit sold to finance companies is not known.

# RETAIL CONSUMER CREDIT INDEXES OF SALES

(AVERAGE QUARTER YEAR 1941=100)

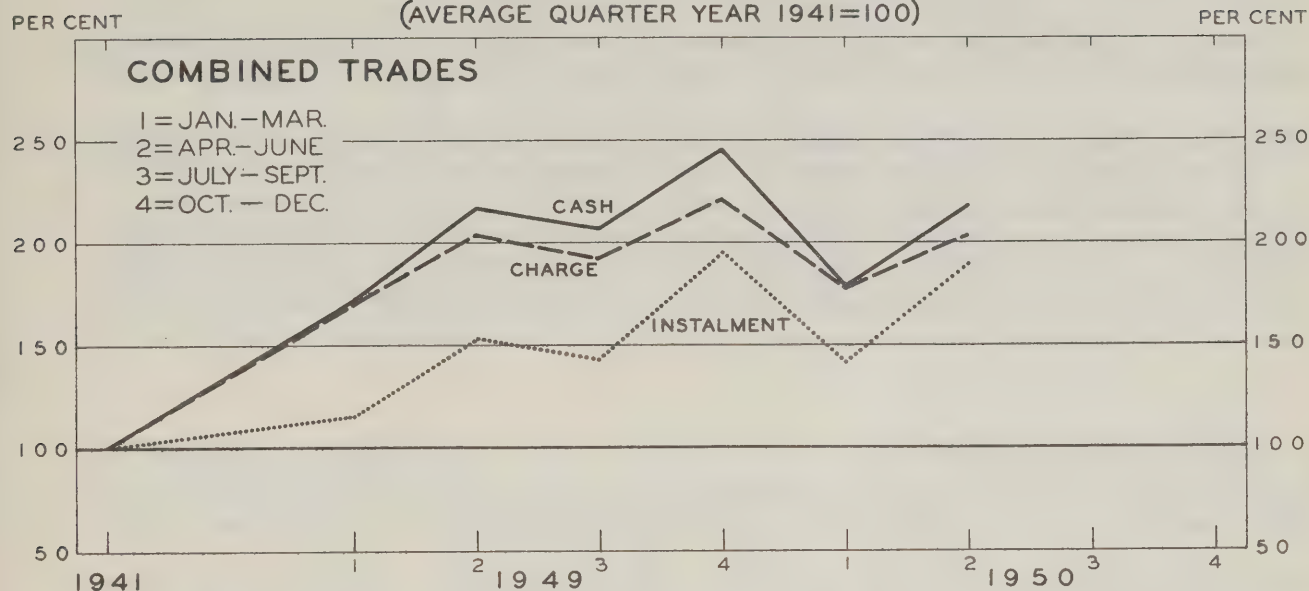


Table 1. - Retail Consumer Credit - Combined Trades

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	171.6	115.4	170.1	156.7	165.1	117.1	137.2	129.8
- Apr.-June ....	216.7	153.5	203.8	189.2	208.0	125.2	152.6	142.7
- July-Sept. ...	207.0	142.4	191.8	177.4	196.3	130.0	155.3	146.2
- Oct.-Dec. ....	244.7	195.6	221.3	213.8	233.8	159.9	172.1	167.7
1950 - Jan.-Mar. ....	178.1	141.2	176.6	166.3	173.7	146.5	149.8	148.7
- Apr.-June (1).	218.0	180.9	202.8	196.4	210.9	152.3	157.5	155.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1949 - Jan.-Mar. ....	62.9	8.4	28.7	37.1	100.0	34.2	65.8	100.0
- Apr.-June ....	63.2	8.3	28.5	36.8	100.0	33.8	66.2	100.0
- July-Sept. ...	64.0	8.6	27.4	36.0	100.0	33.6	66.4	100.0
- Oct.-Dec. ....	63.0	9.0	28.0	37.0	100.0	33.8	66.2	100.0
1950 - Jan.-Mar. ....	62.8	9.2	28.0	37.2	100.0	35.8	64.2	100.0
- Apr.-June (1).	62.8	9.3	27.9	37.2	100.0	35.3	64.7	100.0

(1) Preliminary.

Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	175.8	184.6	248.0	217.3	186.2	208.6	186.4	200.2
- Apr.-June ....	213.9	243.9	320.6	283.4	231.4	224.3	209.5	218.7
- Jul.-Sept. ....	188.2	218.2	268.1	243.9	202.2	226.2	214.8	221.9
- Oct.-Dec. ....	289.5	369.8	420.1	395.7	316.2	293.1	305.9	297.9
1950 - Jan.-Mar. ....	171.4	204.7	257.7	232.0	186.6	266.1	201.7	241.7
- Apr.-June (1) ..	208.6	259.5	334.1	297.2	230.9	269.9	226.4	253.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1949 - Jan.-Mar. ....	70.7	12.1	17.2	29.3	100.0	64.7	35.3	100.0
- Apr.-June ....	69.2	12.9	17.9	30.8	100.0	63.7	36.3	100.0
- Jul.-Sept. ....	69.7	13.1	17.2	30.3	100.0	63.3	36.7	100.0
- Oct.-Dec. ....	68.6	14.2	17.2	31.4	100.0	61.1	38.9	100.0
1950 - Jan.-Mar. ....	68.8	13.4	17.8	31.2	100.0	68.4	31.6	100.0
- Apr.-June (1) ..	67.6	14.0	18.4	32.4	100.0	67.4	32.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	3.09	0.54	1.14	167	79
1949 - Mar. 31 .....	2.78	0.52	1.34	173	67
- June 30 .....	3.16	0.64	1.53	141	59
- Sept. 30 .....	2.72	0.57	1.25	158	72
- Dec. 31 .....	3.17	0.74	1.37	122	66
1950 - Mar. 31 .....	2.31	0.45	1.28	200	70
- June 30 (1) ..	2.69	0.56	1.49	161	60

(1) Preliminary.



Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	157.9	72.1	164.2	140.3	154.3	94.1	152.7	137.5
- Apr.-June ....	213.9	109.7	232.2	200.5	211.2	100.1	171.8	153.4
- Jul.-Sept. ....	162.3	50.6	159.0	131.3	156.2	81.3	161.4	141.1
- Oct.-Dec. ....	244.7	131.0	258.8	225.2	240.9	124.3	202.4	182.1
1950 - Jan.-Mar. ....	135.6	84.1	176.4	152.4	138.9	113.8	167.2	153.4
- Apr.-June (1) ..	187.0	66.4	237.0	194.3	188.4	72.8	201.0	167.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1949 - Jan.-Mar. ....	81.7	2.4	15.9	18.3	100.0	17.7	82.3	100.0
- Apr.-June ....	81.1	2.7	16.2	18.9	100.0	16.8	83.2	100.0
- Jul.-Sept. ....	83.6	1.6	14.8	16.2	100.0	14.6	85.4	100.0
- Oct.-Dec. ....	81.7	2.8	15.5	18.3	100.0	17.7	82.3	100.0
1950 - Jan.-Mar. ....	78.4	3.1	18.5	21.6	100.0	19.3	80.7	100.0
- Apr.-June (1) ..	79.8	1.7	18.5	20.2	100.0	11.3	88.7	100.0

## C. SALES - RECEIVABLES RATIO

DAYS CREDIT  
OUTSTANDING

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	6.05	1.21	1.19	74	76
1949 - Mar. 31 .....	6.85	0.94	1.32	96	68
- June 30 .....	8.41	1.34	1.64	67	55
- Sept. 30 .....	6.80	0.75	1.18	120	76
- Dec. 31 .....	8.19	1.29	1.54	70	58
1950 - Mar. 31 .....	5.62	0.90	1.29	100	70
- June 30 (1) ..	7.07	1.08	1.47	83	61

(1) Preliminary.

Table 4. - Retail Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	181.2	85.1	287.1	223.5	190.3	70.3	268.8	205.1
- Apr.-June ....	266.0	108.9	331.1	263.3	265.4	65.0	260.8	198.1
- Jul.-Sept. ....	199.7	61.6	233.6	183.2	196.2	44.0	249.1	186.6
- Oct.-Dec. ....	282.2	95.9	374.4	281.9	282.1	53.8	305.1	219.2
1950 - Jan.-Mar. ....	171.7	74.4	244.5	190.8	175.6	74.6	242.3	188.9
- Apr.-June (1) ..	242.0	59.1	275.4	206.3	234.4	45.7	233.2	173.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1949 - Jan.-Mar. ....	74.8	3.0	22.2	25.2	100.0	11.0	89.0	100.0
- Apr.-June ....	79.1	2.6	18.3	20.9	100.0	10.5	89.5	100.0
- Jul.-Sept. ....	79.9	2.0	18.1	20.1	100.0	7.2	92.8	100.0
- Oct.-Dec. ....	78.9	2.4	18.7	21.1	100.0	8.4	91.6	100.0
1950 - Jan.-Mar. ....	77.7	2.7	19.6	22.3	100.0	12.6	87.4	100.0
- Apr.-June (1) ..	81.1	1.7	17.2	18.9	100.0	8.3	91.7	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	5.25	1.14	1.18	79	76
1949 - Mar. 31 .....	4.95	1.35	1.23	67	73
- June 30 .....	7.27	1.83	1.49	49	60
- Sept. 30 .....	5.69	1.57	1.11	57	81
- Dec. 31 .....	7.24	2.06	1.48	44	61
1950 - Mar. 31 .....	5.34	1.16	1.19	78	76
- June 30 .....	7.49	1.56	1.41	58	64

(1) Preliminary.

Table 5. - Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	151.2	106.7	175.2	141.8	148.3	93.6	162.9	123.6
- Apr.-June ....	225.9	161.5	265.3	214.5	222.2	102.5	188.4	139.6
- Jul.-Sept. ....	193.0	101.9	194.0	149.6	179.5	92.4	175.1	128.7
- Oct.-Dec. ....	249.6	200.0	300.3	250.8	250.0	119.1	224.8	164.6
1950 - Jan.-Mar. ....	129.0	90.4	167.6	129.4	129.1	91.3	176.8	128.0
- Apr.-June (1).	193.5	151.1	261.9	207.9	198.0	97.2	202.1	143.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1949 - Jan.-Mar. ....	70.2	10.9	18.9	29.8	100.0	42.9	57.1	100.0
- Apr.-June ....	69.2	11.3	19.5	30.8	100.0	41.8	58.2	100.0
- Jul.-Sept. ....	74.0	8.5	17.5	26.0	100.0	40.3	59.7	100.0
- Oct.-Dec. ....	68.8	12.3	18.9	31.2	100.0	41.2	58.8	100.0
1950 - Jan.-Mar. ....	68.5	10.9	20.6	31.5	100.0	40.7	59.3	100.0
- Apr.-June (1).	67.0	11.7	21.3	33.0	100.0	38.2	61.8	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	2.28	0.64	0.87	141	103
1949 - Mar. 31 .....	2.86	0.73	0.95	123	95
- June 30 .....	3.70	1.00	1.24	90	73
- Sept. 30 .....	3.34	0.71	0.98	127	92
- Dec. 31 .....	3.68	1.10	1.18	82	76
1950 - Mar. 31 .....	2.42	0.65	0.84	138	107
- June 30 (1) ..	3.30	1.01	1.14	89	79

(1) Preliminary.



Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	170.2	135.6	223.4	165.3	167.1	113.6	168.6	130.2
- Apr.-June ....	82.9	96.5	203.3	131.2	113.1	122.4	205.9	145.7
- Jul.-Sept. ....	138.0	185.9	256.4	210.6	182.3	165.4	257.4	193.3
- Oct.-Dec. ....	358.3	342.1	447.7	375.8	369.2	195.1	207.9	198.6
1950 - Jan.-Mar. ....	173.8	122.9	242.2	159.8	164.9	130.0	169.6	141.0
- Apr.-June (1).	70.2	71.8	298.2	137.9	110.3	104.2	200.7	135.0

## B. PERCENTAGE COMPOSITION

1941 - Average .....	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1949 - Jan.-Mar. ....	37.3	34.1	28.6	62.7	100.0	61.0	39.0	100.0
- Apr.-June ....	27.5	36.0	36.5	72.5	100.0	60.6	39.4	100.0
- Jul.-Sept. ....	29.5	40.4	30.1	70.5	100.0	59.7	40.3	100.0
- Oct.-Dec. ....	36.8	39.2	24.0	63.2	100.0	71.0	29.0	100.0
1950 - Jan.-Mar. ....	38.7	32.6	28.7	61.3	100.0	66.5	33.5	100.0
- Apr.-June (1).	26.0	27.2	46.8	74.0	100.0	52.5	47.5	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.03	0.60	0.70	150	129
1949 - Mar. 31 .....	1.31	0.73	0.96	123	94
- June 30 .....	0.80	0.48	0.74	188	122
- Sept. 30 .....	0.98	0.67	0.73	134	123
- Dec. 31 .....	1.94	1.07	1.61	84	56
1950 - Mar. 31 .....	1.17	0.57	1.00	158	90
- June 30 (1) ..	0.78	0.40	0.77	225	117

(1) Preliminary.

Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	251.4	137.8	247.0	168.9	195.9	69.9	117.9	79.0
- Apr.-June ....	253.6	153.7	249.2	181.6	205.0	71.5	115.8	80.1
- Jul.-Sept. ....	243.6	151.3	233.9	174.9	197.1	72.8	125.4	82.4
- Oct.-Dec. ....	339.6	210.7	258.4	224.6	261.5	95.1	118.7	99.8
1950 - Jan.-Mar. ....	223.7	151.6	200.2	166.0	184.7	96.4	96.7	96.5
- Apr.-June (1).	282.1	205.6	222.7	210.8	233.4	113.3	115.9	113.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1949 - Jan.-Mar. ....	42.0	33.8	24.2	58.0	100.0	71.6	28.4	100.0
- Apr.-June ....	40.3	35.8	23.9	59.7	100.0	71.9	28.1	100.0
- Jul.-Sept. ....	39.9	37.2	22.9	60.1	100.0	72.2	27.8	100.0
- Oct.-Dec. ....	41.7	38.8	19.5	58.3	100.0	76.2	23.8	100.0
1950 - Jan.-Mar. ....	39.2	39.1	21.7	60.8	100.0	79.9	20.1	100.0
- Apr.-June (1).	38.3	41.6	20.1	61.7	100.0	79.6	20.4	100.0

## C. SALES - RECEIVABLES RATIO

				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
Date	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						
1941 - Dec. 31 .....	0.71	0.42	0.74	214	122	(not available)
1949 - Mar. 31 .....	1.82	0.86	1.55	105	58	21.6
- June 30 .....	1.84	0.92	1.56	98	58	20.0
- Sept. 30 .....	1.71	0.88	1.41	102	64	18.8
- Dec. 31 .....	1.86	0.95	1.52	95	59	15.2
1950 - Mar. 31 .....	1.35	0.66	1.46	136	62	15.4
- June 30 (1) ..	1.53	0.80	1.51	113	60	14.3

(1) Preliminary.

Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	235.0	113.1	186.9	126.7	149.7	85.8	102.7	87.9
- Apr.-June ....	280.2	138.0	235.2	155.6	181.8	91.2	111.0	93.7
- Jul.-Sept. ....	265.4	135.7	241.1	154.1	177.4	97.8	130.7	101.7
- Oct.-Dec. ....	308.1	165.8	275.6	184.9	210.3	106.3	132.3	109.5
1950 - Jan.-Mar. ....	215.2	109.4	175.8	120.8	140.2	103.9	114.3	105.2
- Apr.-June (1) ..	277.2	141.9	247.7	159.7	183.3	110.0	117.6	110.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1949 - Jan.-Mar. ....	33.4	48.5	18.1	66.6	100.0	85.1	14.9	100.0
- Apr.-June ....	32.4	49.1	18.5	67.6	100.0	85.0	15.0	100.0
- Jul.-Sept. ....	31.3	50.0	18.7	68.7	100.0	84.6	15.4	100.0
- Oct.-Dec. ....	30.3	51.7	18.0	69.7	100.0	85.2	14.8	100.0
1950 - Jan.-Mar. ....	31.5	51.4	17.1	68.5	100.0	86.6	13.4	100.0
- Apr.-June (1) ..	30.4	51.4	18.2	69.6	100.0	86.8	13.2	100.0

## C. SALES - RECEIVABLES RATIO

	DAYS CREDIT OUTSTANDING			INSTALLMENT CREDIT SOLD TO BANKS ETC.		
	Total (sales incl. cash)	Instal-ment	Charge	Instal-ment	Charge	Percent of Instalment Sales
<u>Three month sales to receivables at:</u>						
1941 - Dec. 31 .....	0.58	0.43	0.67	209	134	(not available)
1949 - Mar. 31 .....	0.98	0.56	1.20	161	75	4.5
- June 30 .....	1.14	0.66	1.41	136	64	4.4
- Sept. 30 .....	1.00	0.59	1.23	153	73	4.0
- Dec. 31 .....	1.08	0.66	1.33	136	68	3.3
1950 - Mar. 31 .....	0.76	0.45	0.97	200	93	5.3
- June 30 (1) ..	0.91	0.54	1.27	167	71	3.1

(1) Preliminary.



Table 9. - Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	160.2	114.5	156.0	148.7	156.0	78.9	120.5	111.8
- Apr.-June ....	276.0	122.9	249.6	233.4	261.3	73.9	163.6	151.9
- Jul.-Sept. ....	245.3	132.9	236.7	223.8	237.8	84.3	165.5	155.1
- Oct.-Dec. ....	278.3	155.7	265.2	250.9	268.7	76.9	170.7	158.4
1950 - Jan.-Mar. ....	141.1	99.5	140.5	134.9	138.9	72.1	135.5	127.2
- Apr.-June (1) ..	240.8	192.4	259.8	250.0	244.0	144.4	177.6	172.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1949 - Jan.-Mar. ....	64.9	4.8	30.3	35.1	100.0	14.7	85.3	100.0
- Apr.-June ....	69.3	2.0	28.7	30.7	100.0	6.4	93.6	100.0
- Jul.-Sept. ....	67.1	2.4	30.5	32.9	100.0	7.0	93.0	100.0
- Oct.-Dec. ....	67.5	2.6	29.9	32.5	100.0	6.3	93.7	100.0
1950 - Jan.-Mar. ....	66.0	3.4	30.6	34.0	100.0	7.4	92.6	100.0
- Apr.-June (1) ..	64.3	4.0	31.7	35.7	100.0	12.3	87.7	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	2.48	0.91	0.87	99	103
1949 - Mar. 31 .....	3.09	1.00	1.10	90	82
- June 30 .....	4.37	1.42	1.34	63	67
- Sept. 30 .....	3.86	1.35	1.26	67	71
- Dec. 31 .....	4.21	1.75	1.34	51	67
1950 - Mar. 31 .....	2.73	1.27	0.90	71	100
- June 30 (1) ..	3.60	1.16	1.30	78	69

(1) Preliminary.

Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal-ment	Charge	Total Credit	Total Sales	Instal-ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	132.4	154.0	117.8	134.8	133.5	174.4	118.7	154.8
- Apr.-June ....	198.8	196.8	179.6	188.0	193.9	168.2	128.4	155.0
- Jul.-Sept. ....	203.9	281.7	145.2	209.4	206.4	219.4	117.1	184.1
- Oct.-Dec. ....	347.9	362.8	324.2	342.2	345.4	250.9	245.0	248.8
1950 - Jan.-Mar. ....	144.7	146.9	143.7	145.2	145.0	202.7	129.9	177.4
- Apr.-June (1).	192.4	208.0	172.7	189.5	191.1	195.9	129.6	173.2

## B. PERCENTAGE COMPOSITION

1941 - Average .....	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1949 - Jan.-Mar. ....	54.7	24.3	21.0	45.3	100.0	73.0	27.0	100.0
- Apr.-June ....	56.0	22.6	21.4	44.0	100.0	72.6	27.4	100.0
- Jul.-Sept. ....	54.2	29.0	16.8	45.8	100.0	78.1	21.9	100.0
- Oct.-Dec. ....	55.8	21.8	22.4	44.2	100.0	65.0	35.0	100.0
1950 - Jan.-Mar. ....	54.5	22.1	23.4	45.5	100.0	74.6	25.4	100.0
- Apr.-June (1).	53.3	24.4	22.3	46.7	100.0	74.4	25.6	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal-ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.85	0.66	1.09	136	83
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79
- June 30 .....	2.29	0.79	1.61	114	56
- Sept. 30 .....	2.09	0.85	1.42	106	63
- Dec. 31 .....	2.57	0.96	1.45	94	62
1950 - Mar. 31 .....	1.49	0.49	1.26	184	71
- June 30 (1) ..	1.94	0.72	1.47	125	61

(1) Preliminary.

Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June ....	278.7	119.3	355.2	205.8	237.3	70.0	268.8	219.0
- Jul.-Sept. ....	233.0	101.6	287.6	168.1	195.7	59.5	254.5	204.7
- Oct.-Dec. ....	206.5	100.7	287.0	167.5	184.1	63.6	245.4	198.9
1950 - Jan.-Mar. ....	247.9	133.0	270.0	182.1	210.1	57.2	258.7	205.4
- Apr.-June (1).	320.2	168.8	337.0	229.0	268.4	49.0	264.3	201.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1949 - Jan.-Mar. ....	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June ....	50.7	18.1	31.2	49.3	100.0	8.0	92.0	100.0
- Jul.-Sept. ....	50.6	19.2	30.2	49.4	100.0	7.4	92.6	100.0
- Oct.-Dec. ....	47.8	20.1	32.1	52.2	100.0	8.2	91.8	100.0
1950 - Jan.-Mar. ....	50.3	23.3	26.4	49.7	100.0	7.4	92.6	100.0
- Apr.-June (1).	51.5	22.9	25.6	48.5	100.0	7.0	93.0	100.0

## C. INSTALMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1949 - Mar. 31 .....	56.4
- June 30 .....	59.8
- Sept. 30 .....	58.4
- Dec. 31 .....	51.5
1950 - Mar. 31 .....	58.3
- June 30 (1) .....	56.3

(1) Preliminary.



Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	206.7	124.2	172.1	107.7
- Apr.-June ....	216.8	145.2	187.4	117.2
- Jul.-Sept. ....	224.6	139.0	189.0	111.8
- Oct.-Dec. ....	239.1	144.8	198.2	121.9
1950 - Jan.-Mar. ....	209.4	129.2	176.0	103.1
- Apr.-June (1) ..	229.9	134.7	190.1	107.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1949 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	68.3	31.7	100.0
- Jul.-Sept. ....	69.4	30.6	100.0
- Oct.-Dec. ....	68.3	31.7	100.0
1950 - Jan.-Mar. ....	69.3	30.7	100.0
- Apr.-June (1) ..	70.4	29.6	100.0

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	5.00	2.08	43
1949 - Mar. 31 .....	8.09	2.45	37
- June 30 .....	8.07	2.56	35
- Sept. 30 .....	8.38	2.56	35
- Dec. 31 .....	7.94	2.51	36
1950 - Mar. 31 .....	8.58	2.63	34
- June 30 (1) ....	8.62	2.55	35

(1) Preliminary.

Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	161.0	157.6	159.9	92.0
- Apr.-June ....	216.0	193.5	208.5	101.4
- Jul.-Sept. ....	230.3	202.9	221.0	111.5
- Oct.-Dec. ....	228.8	201.5	219.8	106.4
1950 - Jan.-Mar. ....	151.7	151.7	151.7	104.0
- Apr.-June (1) ..	202.0	189.0	199.5	106.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1949 - Jan.-Mar. ....	67.6	32.4	100.0
- Apr.-June ....	69.2	30.8	100.0
- Jul.-Sept. ....	69.1	30.9	100.0
- Oct.-Dec. ....	69.8	30.2	100.0
1950 - Jan.-Mar. ....	66.4	33.6	100.0
- Apr.-June (1) ..	66.9	33.1	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.32	0.78	115
1949 - Mar. 31 .....	3.96	1.28	70
- June 30 .....	4.44	1.37	66
- Sept. 30 .....	4.39	1.36	66
- Dec. 31 .....	4.75	1.43	63
1950 - Mar. 31 .....	3.26	1.09	83
- June 30 (1) ....	3.97	1.31	69

(1) Preliminary.

Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	226.6	184.3	195.3	126.2
- Apr.-June ....	96.9	112.6	108.6	103.8
- Jul.-Sept. ....	158.2	158.0	158.0	130.7
- Oct.-Dec. ....	206.0	196.8	199.1	154.9
1950 - Jan.-Mar. ....	232.3	231.0	231.4	164.3
- Apr.-June (1) ..	107.6	134.0	127.6	123.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	25.8	74.2	100.0
1949 - Jan.-Mar. ....	30.2	69.8	100.0
- Apr.-June ....	22.7	77.3	100.0
- Jul.-Sept. ....	25.5	74.5	100.0
- Oct.-Dec. ....	26.2	73.8	100.0
1950 - Jan.-Mar. ....	25.3	74.7	100.0
- Apr.-June (1) ..	20.6	79.4	100.0

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	1.74	1.29	70
1949 - Mar. 31 .....	2.72	1.90	47
- June 30 .....	1.83	1.41	64
- Sept. 30 .....	2.12	1.58	57
- Dec. 31 .....	2.26	1.67	54
1950 - Mar. 31 .....	2.43	1.82	49
- June 30 (1) ....	1.88	1.43	63

(1) Preliminary.



Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	193.9	223.8	208.0	140.4
- Apr.-June ....	295.1	287.3	291.4	170.0
- Jul.-Sept. ....	237.6	237.2	237.4	172.1
- Oct.-Dec. ....	225.1	224.9	225.0	152.2
1950 - Jan.-Mar. ....	195.7	217.8	206.2	146.8
- Apr.-June (1) ..	334.5	316.6	325.7	179.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.7	47.3	100.0
1949 - Jan.-Mar. ....	49.5	50.5	100.0
- Apr.-June ....	53.3	46.7	100.0
- Jul.-Sept. ....	51.8	48.2	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1950 - Jan.-Mar. ....	49.8	50.2	100.0
- Apr.-June (1) ..	52.4	47.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.11	1.00	90
1949 - Mar. 31 .....	3.09	1.56	58
- June 30 .....	3.66	1.71	53
- Sept. 30 .....	2.82	1.36	66
- Dec. 31 .....	3.05	1.45	62
1950 - Mar. 31 .....	2.90	1.46	62
- June 30 (1) ....	3.63	1.73	52

(1) Preliminary.

Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	124.5	237.5	164.9	166.2
- Apr.-June ....	203.7	287.3	235.3	214.4
- Jul.-Sept. ....	211.0	268.2	232.4	194.8
- Oct.-Dec. ....	195.3	223.2	205.9	187.3
1950 - Jan.-Mar. ....	148.3	194.2	165.6	173.3
- Apr.-June (1) ..	202.8	253.1	221.7	206.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0
1949 - Jan.-Mar. ....	48.4	51.6	100.0
- Apr.-June ....	53.8	46.2	100.0
- Jul.-Sept. ....	56.9	43.1	100.0
- Oct.-Dec. ....	58.7	41.3	100.0
1950 - Jan.-Mar. ....	55.9	44.1	100.0
- Apr.-June (1) ..	57.1	42.9	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	3.50	1.28	70
1949 - Mar. 31 .....	3.43	1.77	51
- June 30 .....	3.94	1.82	49
- Sept. 30 .....	4.37	1.88	48
- Dec. 31 .....	4.08	1.68	54
1950 - Mar. 31 .....	3.52	1.55	58
- June 30 (1) ....	4.36	1.87	48

(1) Preliminary.

Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	123.1	131.3	124.4	166.3
- Apr.-June .....	165.0	175.0	166.6	210.4
- Jul.-Sept. ....	182.8	171.7	181.1	196.7
- Oct.-Dec. ....	165.7	174.9	167.3	223.5
1950 - Jan.-Mar. ....	133.6	149.8	136.2	203.0
- Apr.-June (1) ..	176.4	191.3	178.7	220.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1949 - Jan.-Mar. ....	83.2	16.8	100.0
- Apr.-June .....	83.0	17.0	100.0
- Jul.-Sept. ....	85.0	15.0	100.0
- Oct.-Dec. ....	82.2	17.8	100.0
1950 - Jan.-Mar. ....	82.4	17.6	100.0
- Apr.-June (1) ..	83.7	16.3	100.0

## C. SALES - RECEIVABLES RATIO

DAYS CREDIT  
OUTSTANDING

Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	15.45	2.47	36
1949 - Mar. 31 .....	11.57	1.95	46
- June 30 .....	12.18	2.07	43
- Sept. 30 .....	14.08	2.11	43
- Dec. 31 .....	11.78	2.09	43
1950 - Mar. 31 .....	10.38	1.82	49
- June 30 (1) ....	12.86	2.10	43

(1) Preliminary.

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RETAIL CONSUMER CREDIT

THIRD QUARTER, 1950



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# RETAIL CONSUMER CREDIT

## THIRD QUARTER 1950

Vol. VI

No. 3

This bulletin deals with the trends of retail consumer credit in sixteen major credit-dealing trades on a quarterly basis. Revised results for the second quarter are shown, and the third quarter results are subject to revision.

Credit sales of food stores, country general stores, fuel dealers, feed stores, garages and filling stations are largely on the charge account plan. Instalment credit extended by a few of these trades has been included with charge accounts because the amounts were negligible. Because of their 'cash' policy, chain stores have been omitted from the food classification which, for the purpose of this survey, is made up of independent grocery and combination grocery and meat stores.

In this bulletin a revision has been made to the department store results and those for "combined trades". A new form of credit known as "revolving credit" has been expanding for some months past. Because of its increasing importance and its inclusion in the new Consumer Credit regulations it has been necessary to designate in which of the two credit categories this class of credit should appear. It has been decided to place it in the charge or other credit category. Some firms, formerly reporting this as instalment, submitted revised figures placing their "revolving credit" or "budgetted charge" account in the charge class.

This study is based on a store sample which differs from that employed in the monthly Retail Trade series and a direct comparison of total sales appearing in the two series is not feasible. No reports from Newfoundland firms are included in this survey.

### Change in Proportion of Cash and Credit Dealing

Cash sales accounted for 63.1% of total sales volume for the sixteen trades during the third quarter of 1950. This percentage was slightly higher than the cash sales proportion of the second quarter (62.5%) but was lower than that for the third quarter of 1949 (64.0%). Fourteen of the trades contributed to the smaller percentage of cash sales in the third quarter of 1950, and only two reported increased proportions of cash sales in 1950 compared with 1949.

Instalment sales rose to 9.5% of total sales during the third quarter of 1950 from 9.2% in the second quarter and 8.5% in the July-September period of 1949. Instalment sales absorbed a larger share of the business in six of the ten trades which extended instalment credit, in one the percentage remained unchanged and three trades reported decreases from the 1949 proportions.

Charge sales were in practically the same proportion to total sales in third quarter of 1950 as in the corresponding period of 1949.

Accounts receivable from instalment and charge accounts respectively reflected the changes in the sales proportions. Instalment receivables showed a higher and unpaid charge accounts a smaller percentage of total receivables at September 30, 1950 than at the same date last year.

#### Change in Indexes from 1949

Cash sales during the third quarter of 1950 were substantially higher than in the same period of 1949. Based on 1941, the index of cash sales rose from 207.0 for the July-September period of 1949 to 221.6 in 1950. Ten of the sixteen trades contributed to this gain in cash sales.

Instalment sales showed the largest gain over 1949. The quarterly index rose from 141.6 to 189.6 to give a 34% increase over the 1949 third quarter level. Seven of the ten "instalment" trades showed increased activity in instalment credit. Decreases occurred in two of the clothing trades and in jewellery stores.

Charge sales for the sixteen trades increased 9% from the third quarter of 1949, the index rising from 192.2 to 210.1. Only four trades had decreased charge sales in 1950. These were furniture, food, country general stores and feed stores.

Receivables indexes for instalment and charge accounts combined rose from 146.2 at September 30, 1949 to 168.5 on the same date this year. This increase represented a gain of 23.8% in instalment receivables and 11.5% in unpaid charge accounts. Nine of the ten "instalment" trades had higher receivables at September 30, 1950 than at the same date in 1949 and fourteen of the sixteen trades recorded larger charge receivables than in 1949.

Days Credit Outstanding - All except two trades in the instalment category experienced increases in the number of days credit outstanding. The over-all average repayment of charge accounts remained constant with the 1949 rate. Six trades showed a longer repayment period for charge accounts, six revealed a shorter repayment period and three showed no change as compared with the third quarter of 1949.

Motor vehicle dealers were omitted from the calculation of sales-receivables ratios and days credit outstanding. The amount of outstanding accounts on instalment credit sold to finance companies is not known.



# RETAIL CONSUMER CREDIT INDEXES OF SALES

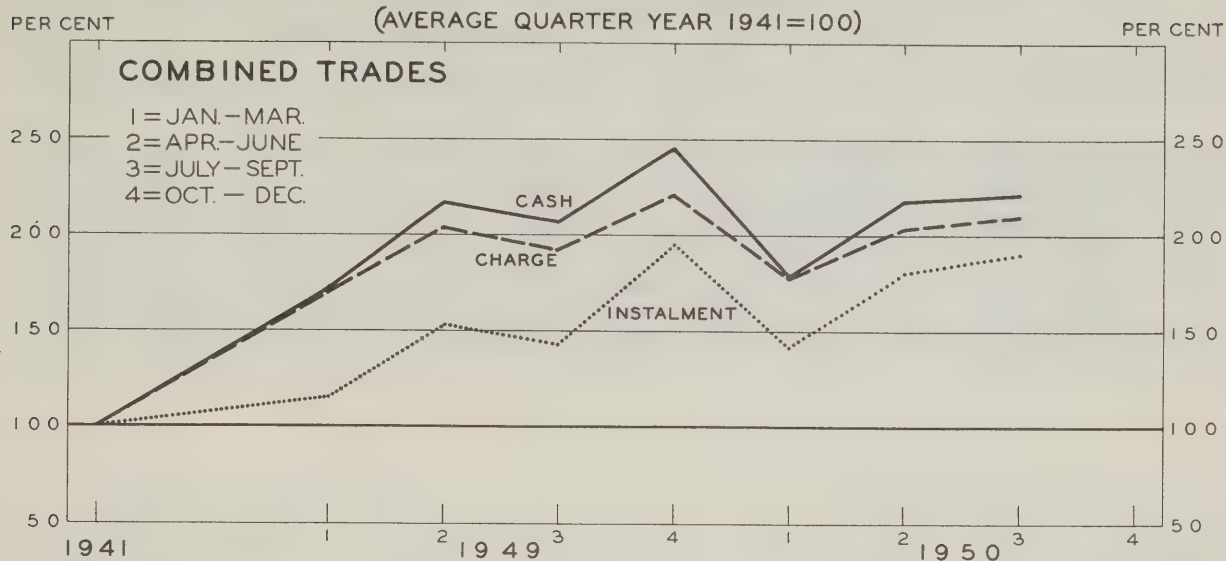


Table 1. - Retail Consumer Credit - Combined Trades

## A. INDEXES

Period	Sales during Period				Accounts receivable at end of period			
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	171.6	114.9	170.3	154.2	165.1	116.6	137.5	129.8
- Apr.-June ....	216.7	152.8	204.2	189.3	208.0	124.5	153.1	142.7
- July-Sept. ...	207.0	141.6	192.2	177.5	196.3	128.8	156.0	146.2
- Oct.-Dec. ....	244.7	193.2	222.5	214.0	233.8	157.5	173.6	167.7
1950 - Jan.-Mar. ....	178.1	139.1	177.7	166.5	173.7	143.7	151.6	148.7
- Apr.-June ....	217.5	179.7	206.4	198.6	211.1	150.6	162.4	157.9
- July-Sept. (1)	221.6	189.6	210.1	204.1	215.9	159.4	173.9	168.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1949 - Jan.-Mar. ....	62.9	8.4	28.7	37.1	100.0	34.1	65.9	100.0
- Apr.-June ....	63.2	8.3	28.5	36.8	100.0	33.6	66.4	100.0
- July-Sept. ...	64.0	8.5	27.5	36.0	100.0	33.5	66.5	100.0
- Oct.-Dec. ....	63.0	8.9	28.1	37.0	100.0	33.5	66.5	100.0
1950 - Jan.-Mar. ....	62.8	9.1	28.1	37.2	100.0	35.3	64.7	100.0
- Apr.-June ....	62.5	9.2	28.3	37.5	100.0	34.9	65.1	100.0
- July-Sept. (1)	63.1	9.5	27.4	36.9	100.0	34.4	65.6	100.0

(1) Preliminary.

Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	175.8	182.4	250.1	217.3	186.2	206.7	189.5	200.2
- Apr.-June ....	213.9	240.3	324.0	283.4	231.4	221.4	214.3	218.7
- July-Sept. ...	188.2	213.7	272.4	243.9	202.2	221.9	221.8	221.9
- Oct.-Dec. ....	289.5	357.3	431.8	395.7	316.2	284.1	320.6	297.9
1950 - Jan.-Mar. ....	171.4	194.1	267.7	232.0	186.6	255.6	218.9	241.7
- Apr.-June ....	206.4	243.8	346.4	296.2	228.9	262.2	247.6	256.7
- July-Sept. (1)	190.8	241.9	323.1	283.3	213.8	268.7	262.7	266.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1949 - Jan.-Mar. ....	70.7	11.9	17.4	29.3	100.0	64.1	35.9	100.0
- Apr.-June ....	69.2	12.7	18.1	30.8	100.0	62.8	37.2	100.0
- July-Sept. ...	69.7	12.9	17.4	30.3	100.0	62.1	37.9	100.0
- Oct.-Dec. ....	68.6	13.8	17.6	31.4	100.0	59.2	40.8	100.0
1950 - Jan.-Mar. ....	68.8	12.7	18.5	31.2	100.0	65.7	34.3	100.0
- Apr.-June ....	67.6	13.0	19.4	32.4	100.0	63.7	36.3	100.0
- July-Sept. (1)	67.0	13.8	19.2	33.0	100.0	62.9	37.1	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	3.09	0.54	1.14	167	79
1949 - Mar. 31 .....	2.78	0.52	1.33	173	68
- June 30 .....	3.16	0.64	1.51	141	60
- Sept. 30 .....	2.72	0.57	1.23	158	73
- Dec. 31 .....	3.17	0.74	1.34	122	67
1950 - Mar. 31 .....	2.31	0.45	1.22	200	74
- June 30 .....	2.66	0.55	1.40	164	64
- Sept. 30 (1) .	2.42	0.53	1.23	170	73

(1) Preliminary.

Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	157.9	96.0	151.0	140.3	154.3	122.1	141.4	137.5
- Apr.-June ....	213.9	146.3	213.5	200.5	211.2	130.0	159.2	153.4
- July-Sept. ....	162.3	77.1	145.2	131.3	156.2	110.5	149.1	141.1
- Oct.-Dec. ....	244.7	175.6	237.4	225.2	240.9	162.0	187.2	182.1
1950 - Jan.-Mar. ....	135.6	112.5	162.0	152.4	138.9	148.1	154.7	153.4
- Apr.-June ....	188.7	140.2	214.1	200.3	191.0	143.3	185.1	176.9
- July-Sept. (1)	148.8	117.1	172.1	161.4	151.2	144.2	181.5	173.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1949 - Jan.-Mar. ....	81.7	2.4	15.9	18.3	100.0	17.7	82.3	100.0
- Apr.-June ....	81.1	2.7	16.2	18.9	100.0	16.8	83.2	100.0
- July-Sept. ....	83.6	1.9	14.5	16.4	100.0	16.1	83.9	100.0
- Oct.-Dec. ....	81.7	2.8	15.5	18.3	100.0	17.7	82.3	100.0
1950 - Jan.-Mar. ....	78.4	3.1	18.5	21.6	100.0	19.3	80.7	100.0
- Apr.-June ....	79.3	2.7	18.0	20.7	100.0	15.9	84.1	100.0
- July-Sept. (1)	79.3	2.9	17.8	20.7	100.0	17.1	82.9	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal-ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	6.05	1.21	1.19	74	76
1949 - Mar. 31 .....	6.85	0.94	1.32	96	68
- June 30 .....	8.41	1.34	1.64	67	55
- Sept. 30 .....	6.80	0.83	1.17	108	77
- Dec. 31 .....	8.19	1.29	1.54	70	58
1950 - Mar. 31 .....	5.62	0.90	1.29	100	70
- June 30 .....	6.70	1.14	1.43	79	63
- Sept. 30 (1) .	5.53	0.94	1.18	96	76

(1) Preliminary.



Table 4. - Retail Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	181.2	85.1	287.1	223.5	190.3	70.3	268.8	205.1
- Apr.-June ....	266.0	108.9	331.1	263.3	265.4	65.0	260.8	198.1
- July-Sept. ...	199.7	61.6	233.6	183.2	196.2	44.0	249.1	186.6
- Oct.-Dec. ....	282.2	95.9	374.4	281.9	282.1	53.8	305.1	219.2
1950 - Jan.-Mar. ....	171.7	74.4	244.5	190.8	175.6	74.6	242.3	188.9
- Apr.-June ....	238.8	68.3	299.3	225.9	236.0	50.5	245.9	182.7
- July-Sept. (1)	210.2	57.0	270.0	202.6	208.6	51.3	271.9	200.2

## B. PERCENTAGE COMPOSITION

1941 - Average .....	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1949 - Jan.-Mar. ....	74.8	3.0	22.2	25.2	100.0	11.0	89.0	100.0
- Apr.-June ....	79.1	2.6	18.3	20.9	100.0	10.5	89.5	100.0
- July-Sept. ...	79.9	2.0	18.1	20.1	100.0	7.2	92.8	100.0
- Oct.-Dec. ....	78.9	2.4	18.7	21.1	100.0	8.4	91.6	100.0
1950 - Jan.-Mar. ....	77.7	2.7	19.6	22.3	100.0	12.6	87.4	100.0
- Apr.-June ....	79.6	2.0	18.4	20.4	100.0	8.9	91.1	100.0
- July-Sept. (1)	79.1	1.9	19.0	20.9	100.0	8.3	91.7	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> receivables at:					
1941 - Dec. 31 .....	5.25	1.14	1.18	79	76
1949 - Mar. 31 .....	4.95	1.35	1.23	67	73
- June 30 .....	7.27	1.83	1.49	49	60
- Sept. 30 .....	5.69	1.57	1.11	57	81
- Dec. 31 .....	7.24	2.06	1.48	44	61
1950 - Mar. 31 .....	5.34	1.16	1.19	78	76
- June 30 .....	7.15	1.56	1.45	58	62
- Sept. 30 (1) .	5.74	1.28	1.19	70	76

(1) Preliminary.

Table 5. - Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	151.2	106.7	175.2	141.8	148.3	93.6	162.9	123.6
- Apr.-June ....	225.9	161.5	265.3	214.5	222.2	102.5	188.4	139.6
- Jul.-Sept. ....	193.0	101.9	194.0	149.6	179.5	92.4	175.1	128.7
- Oct.-Dec. ....	249.6	200.0	300.3	250.8	250.0	119.1	224.8	164.6
1950 - Jan.-Mar. ....	129.0	90.4	167.6	129.4	129.1	91.3	176.8	128.0
- Apr.-June ....	192.2	144.1	258.2	202.0	195.2	97.5	202.0	142.3
- July-Sept. (1)	190.5	99.9	216.5	159.6	180.8	86.9	201.9	137.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1949 - Jan.-Mar. ....	70.2	10.9	18.9	29.8	100.0	42.9	57.1	100.0
- Apr.-June ....	69.2	11.3	19.5	30.8	100.0	41.8	58.2	100.0
- Jul.-Sept. ....	74.0	8.5	17.5	26.0	100.0	40.3	59.7	100.0
- Oct.-Dec. ....	68.8	12.3	18.9	31.2	100.0	41.2	58.8	100.0
1950 - Jan.-Mar. ....	68.5	10.9	20.6	31.5	100.0	40.7	59.3	100.0
- Apr.-June ....	67.7	11.3	21.0	32.3	100.0	39.1	60.9	100.0
- July-Sept. (1)	72.3	8.5	19.2	27.7	100.0	35.7	64.3	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> receivables at:					
1941 - Dec. 31 .....	2.28	0.64	0.87	141	103
1949 - Mar. 31 .....	2.86	0.73	0.95	123	95
- June 30 .....	3.70	1.00	1.24	90	73
- Sept. 30 .....	3.34	0.71	0.98	127	92
- Dec. 31 .....	3.68	1.10	1.18	82	76
1950 - Mar. 31 .....	2.42	0.65	0.84	138	107
- June 30 .....	3.29	0.96	1.14	94	79
- Sept. 30 (1) .	3.17	0.75	0.95	120	95

(1) Preliminary.

Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	170.2	135.6	223.4	165.3	167.1	113.6	168.6	130.2
- Apr.-June ....	82.9	96.5	203.3	131.2	113.1	122.4	205.9	145.7
- July-Sept. ...	138.0	185.9	256.4	210.6	182.3	165.4	257.4	193.3
- Oct.-Dec. ....	358.3	342.1	447.7	375.8	369.2	195.1	207.9	198.6
1950 - Jan.-Mar. ....	173.8	122.9	242.2	159.8	164.9	130.0	169.6	141.0
- Apr.-June ....	76.6	83.5	242.7	131.8	110.5	113.6	201.6	138.3
- July-Sept.(1)	172.8	191.4	446.0	272.9	234.8	176.6	339.4	227.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1949 - Jan.-Mar. ....	37.3	34.1	28.6	62.7	100.0	61.0	39.0	100.0
- Apr.-June ....	27.5	36.0	36.5	72.5	100.0	60.6	39.4	100.0
- July-Sept. ...	29.5	40.4	30.1	70.5	100.0	59.7	40.3	100.0
- Oct.-Dec. ....	36.8	39.2	24.0	63.2	100.0	71.0	29.0	100.0
1950 - Jan.-Mar. ....	38.7	32.6	28.7	61.3	100.0	66.5	33.5	100.0
- Apr.-June ....	26.7	32.3	41.0	73.3	100.0	59.1	40.9	100.0
- July-Sept. (1)	28.0	34.3	37.7	72.0	100.0	53.5	46.5	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> receivables at:					
1941 - Dec. 31 .....	1.03	0.60	0.70	150	129
1949 - Mar. 31 .....	1.31	0.73	0.96	123	94
- June 30 .....	0.80	0.48	0.74	188	122
- Sept. 30 .....	0.98	0.67	0.73	134	123
- Dec. 31 .....	1.94	1.07	1.61	84	56
1950 - Mar. 31 .....	1.17	0.57	1.00	158	90
- June 30 .....	0.80	0.44	0.80	205	113
- Sept. 30 (1) .	1.03	0.66	0.83	136	108

(1) Preliminary.



Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	251.4	137.8	247.0	168.9	195.9	69.9	117.9	79.0
- Apr.-June ....	253.6	153.7	249.2	181.6	205.0	71.5	115.8	80.1
- July-Sept. ....	243.6	151.3	233.9	174.9	197.1	72.8	125.4	82.4
- Oct.-Dec. ....	339.6	210.7	258.4	224.6	261.5	95.1	118.7	99.8
1950 - Jan.-Mar. ....	223.7	151.6	200.2	166.0	184.7	96.4	96.7	96.5
- Apr.-June ....	271.6	203.4	226.1	210.2	229.7	106.7	105.0	106.3
- July-Sept. (1)	279.6	193.4	258.4	212.4	234.2	110.0	144.3	115.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1949 - Jan.-Mar. ....	42.0	33.8	24.2	58.0	100.0	71.6	28.4	100.0
- Apr.-June ....	40.3	35.8	23.9	59.7	100.0	71.9	28.1	100.0
- July-Sept. ....	39.9	37.2	22.9	60.1	100.0	72.2	27.8	100.0
- Oct.-Dec. ....	41.7	38.8	19.5	58.3	100.0	76.2	23.8	100.0
1950 - Jan.-Mar. ....	39.2	39.1	21.7	60.8	100.0	79.9	20.1	100.0
- Apr.-June ....	37.5	42.4	20.1	62.5	100.0	80.0	20.0	100.0
- July-Sept. (1)	38.7	39.5	21.8	61.3	100.0	78.9	21.1	100.0

## C. SALES - RECEIVABLES RATIO

				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
<u>Three month sales to receivables at:</u>						
1941 - Dec. 31 .....	0.71	0.42	0.74	214	122	(not available)
1949 - Mar. 31 .....	1.82	0.86	1.55	105	58	21.6
- June 30 .....	1.84	0.92	1.56	98	58	20.0
- Sept. 30 .....	1.71	0.88	1.41	102	64	18.8
- Dec. 31 .....	1.86	0.95	1.52	95	59	15.2
1950 - Mar. 31 .....	1.35	0.66	1.46	136	62	15.4
- June 30 .....	1.50	0.80	1.51	113	60	17.1
- Sept. 30 (1) .	1.49	0.74	1.53	122	59	17.4

(1) Preliminary.

Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	235.0	113.1	186.9	126.7	149.7	85.8	102.7	87.9
- Apr.-June ....	280.2	138.0	235.2	155.6	181.8	91.2	111.0	93.7
- July-Sept. ....	265.4	135.7	241.1	154.1	177.4	97.8	130.7	101.7
- Oct.-Dec. ....	308.1	165.8	275.6	184.9	210.3	106.3	132.3	109.5
1950 - Jan.-Mar. ....	215.2	109.4	175.8	120.8	140.2	103.9	114.3	105.2
- Apr.-June ....	271.3	142.4	250.0	160.9	183.8	108.5	126.5	110.8
- July-Sept. (1)	274.3	154.6	239.0	169.7	191.2	122.4	135.9	124.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1949 - Jan.-Mar. ....	33.4	48.5	18.1	66.6	100.0	85.1	14.9	100.0
- Apr.-June ....	32.4	49.1	18.5	67.6	100.0	85.0	15.0	100.0
- July-Sept. ....	31.3	50.0	18.7	68.7	100.0	84.6	15.4	100.0
- Oct.-Dec. ....	30.3	51.7	18.0	69.7	100.0	85.2	14.8	100.0
1950 - Jan.-Mar. ....	31.5	51.4	17.1	68.5	100.0	86.6	13.4	100.0
- Apr.-June ....	30.6	50.8	18.6	69.4	100.0	85.8	14.2	100.0
- July-Sept. (1)	29.4	52.8	17.8	70.6	100.0	86.3	13.7	100.0

## C. SALES - RECEIVABLES RATIO

				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						(not available)
1941 - Dec. 31 .....	0.58	0.43	0.67	209	134	
1949 - Mar. 31 .....	0.98	0.56	1.20	161	75	4.5
- June 30 .....	1.14	0.66	1.41	136	64	4.4
- Sept. 30 .....	1.00	0.59	1.23	153	73	4.0
- Dec. 31 .....	1.08	0.66	1.33	136	68	3.3
1950 - Mar. 31 .....	0.76	0.45	0.97	200	93	5.3
- June 30 .....	0.94	0.56	1.24	161	73	3.8
- Sept. 30 (1) .	0.86	0.53	1.10	170	82	3.9

(1) Preliminary.

Table 9 .- Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	160.2	114.5	156.0	148.7	156.0	78.9	120.5	111.8
- Apr.-June ....	276.0	122.9	249.6	233.4	261.3	73.9	163.6	151.9
- July-Sept. ...	245.3	132.9	236.7	223.8	237.8	84.3	165.5	155.1
- Oct.-Dec. ....	278.3	155.7	265.2	250.9	268.7	76.9	170.7	158.4
1950 - Jan.-Mar. ....	141.1	99.5	140.5	134.9	138.9	72.1	135.5	127.2
- Apr.-June ....	251.8	198.3	266.0	256.5	253.4	137.8	179.6	173.9
- July-Sept. (1)	232.8	173.5	290.6	272.0	246.1	123.1	197.3	186.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1949 - Jan.-Mar. ....	64.9	4.8	30.3	35.1	100.0	14.7	85.3	100.0
- Apr.-June ....	69.3	2.0	28.7	30.7	100.0	6.4	93.6	100.0
- July-Sept. ...	67.1	2.4	30.5	32.9	100.0	7.0	93.0	100.0
- Oct.-Dec. ....	67.5	2.6	29.9	32.5	100.0	6.3	93.7	100.0
1950 - Jan.-Mar. ....	66.0	3.4	30.6	34.0	100.0	7.4	92.6	100.0
- Apr.-June ....	64.9	3.9	31.2	35.1	100.0	10.8	89.2	100.0
- July-Sept. (1)	62.4	3.8	33.8	37.6	100.0	9.5	90.5	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal-ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	2.48	0.91	0.87	99	103
1949 - Mar. 31 .....	3.09	1.00	1.10	90	82
- June 30 .....	4.37	1.42	1.34	63	67
- Sept. 30 .....	3.86	1.35	1.26	67	71
- Dec. 31 .....	4.21	1.75	1.34	51	67
1950 - Mar. 31 .....	2.73	1.27	0.90	71	100
- June 30 .....	3.75	1.33	1.31	68	69
- Sept. 30 (1) .	3.27	1.31	1.22	69	74

(1) Preliminary.



Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	132.4	154.0	117.8	134.8	133.5	174.4	118.7	154.8
- Apr.-June ....	198.8	196.8	179.6	188.0	193.9	168.2	128.4	155.0
- July-Sept. ....	203.9	281.7	145.2	209.4	206.4	219.4	117.1	184.1
- Oct.-Dec. ....	347.9	362.8	324.2	342.2	345.4	250.9	245.0	248.8
1950 - Jan.-Mar. ....	144.7	146.9	143.7	145.2	145.0	202.7	129.9	177.4
- Apr.-June ....	185.0	198.0	180.2	188.5	186.6	182.1	140.0	167.3
- July-Sept. (1)	222.8	278.4	189.7	236.1	228.8	220.0	152.3	196.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1949 - Jan.-Mar. ....	54.7	24.3	21.0	45.3	100.0	73.0	27.0	100.0
- Apr.-June ....	56.0	22.6	21.4	44.0	100.0	72.6	27.4	100.0
- July-Sept. ....	54.2	29.0	16.8	45.8	100.0	78.1	21.9	100.0
- Oct.-Dec. ....	55.8	21.8	22.4	44.2	100.0	65.0	35.0	100.0
1950 - Jan.-Mar. ....	54.5	22.1	23.4	45.5	100.0	74.6	25.4	100.0
- Apr.-June ....	54.8	22.2	23.0	45.2	100.0	70.6	29.4	100.0
- July-Sept. (1)	53.7	28.6	17.7	46.3	100.0	73.1	26.9	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.85	0.66	1.09	136	83
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79
- June 30 .....	2.29	0.79	1.61	114	56
- Sept. 30 .....	2.09	0.85	1.42	106	63
- Dec. 31 .....	2.57	0.96	1.45	94	62
1950 - Mar. 31 .....	1.49	0.49	1.26	184	71
- June 30 .....	2.06	0.72	1.45	125	62
- Sept. 30 (1) .	2.13	0.83	1.41	108	64

(1) Preliminary.

Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June ....	278.7	119.3	355.2	205.8	237.3	70.0	268.8	219.0
- Jul.-Sept. ....	233.0	101.6	287.6	168.1	195.7	59.5	254.5	204.7
- Oct.-Dec. ....	206.5	100.7	287.0	167.5	184.1	63.6	245.4	198.9
1950 - Jan.-Mar. ....	247.9	133.0	270.0	182.1	210.1	57.2	258.7	205.4
- Apr.-June ....	327.4	170.8	344.2	233.9	272.8	84.7	283.4	228.7
- July-Sept. (1)	322.9	188.2	376.4	254.6	284.0	78.8	310.0	247.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1949 - Jan.-Mar. ....	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June ....	50.7	18.1	31.2	49.3	100.0	8.0	92.0	100.0
- Jul.-Sept. ....	50.6	19.2	30.2	49.4	100.0	7.4	92.6	100.0
- Oct.-Dec. ....	47.8	20.1	32.1	52.2	100.0	8.2	91.8	100.0
1950 - Jan.-Mar. ....	50.3	23.3	26.4	49.7	100.0	7.4	92.6	100.0
- Apr.-June ....	50.0	23.2	26.8	50.0	100.0	10.2	89.8	100.0
- July-Sept. (1)	49.0	24.4	26.6	51.0	100.0	8.6	91.4	100.0

## C. INSTALMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1949 - Mar. 31 .....	56.4
- June 30 .....	59.8
- Sept. 30 .....	58.4
- Dec. 31 .....	51.5
1950 - Mar. 31 .....	58.3
- June 30 .....	58.5
- Sept. 30 (1) ....	59.8

(1) Preliminary.

Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	206.7	124.2	172.1	107.7
- Apr.-June ....	216.8	145.2	187.4	117.2
- Jul.-Sept. ....	224.6	139.0	189.0	111.8
- Oct.-Dec. ....	239.1	144.8	198.2	121.9
1950 - Jan.-Mar. ....	209.4	129.2	176.0	103.1
- Apr.-June ....	226.7	135.3	188.6	104.7
- July-Sept. (1) .	239.3	130.9	194.2	106.0

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1949 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	68.3	31.7	100.0
- Jul.-Sept. ....	69.4	30.6	100.0
- Oct.-Dec. ....	68.3	31.7	100.0
1950 - Jan.-Mar. ....	69.3	30.7	100.0
- Apr.-June ....	70.1	29.9	100.0
- July-Sept. (1) .	72.0	28.0	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> receivables at:			
1941 - Dec. 31 .....	5.00	2.08	43
1949 - Mar. 31 .....	8.09	2.45	37
- June 30 .....	8.07	2.56	35
- Sept. 30 .....	8.38	2.56	35
- Dec. 31 .....	7.94	2.51	36
1950 - Mar. 31 .....	8.58	2.63	34
- June 30 .....	8.92	2.67	34
- Sept. 30 (1) ...	9.33	2.62	34

(1) Preliminary.



Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	161.0	157.6	159.9	92.0
- Apr.-June ....	216.0	193.5	208.5	101.4
- Jul.-Sept. ....	230.3	202.9	221.0	111.5
- Oct.-Dec. ....	228.8	201.5	219.8	106.4
1950 - Jan.-Mar. ....	151.7	151.7	151.7	104.0
- Apr.-June ....	201.7	192.4	198.5	111.3
- July-Sept. (1) .	228.1	201.8	219.1	111.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1949 - Jan.-Mar. ....	67.6	32.4	100.0
- Apr.-June ....	69.2	30.8	100.0
- Jul.-Sept. ....	69.1	30.9	100.0
- Oct.-Dec. ....	69.8	30.2	100.0
1950 - Jan.-Mar. ....	66.4	33.6	100.0
- Apr.-June ....	67.2	32.8	100.0
- July-Sept. (1) .	68.3	31.7	100.0

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.32	0.78	115
1949 - Mar. 31 .....	3.96	1.28	70
- June 30 .....	4.44	1.37	66
- Sept. 30 .....	4.39	1.36	66
- Dec. 31 .....	4.75	1.43	63
1950 - Mar. 31 .....	3.26	1.09	83
- June 30 .....	3.97	1.30	69
- Sept. 30 (1) ...	4.28	1.36	66

(1) Preliminary.

Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	226.6	184.3	195.3	126.2
- Apr.-June ....	96.9	112.6	108.6	103.8
- Jul.-Sept. ....	158.2	158.0	158.0	130.7
- Oct.-Dec. ....	206.0	196.8	199.1	154.9
1950 - Jan.-Mar. ....	232.3	231.0	231.4	164.3
- Apr.-June ....	105.8	134.7	127.4	123.8
- July=Sept. (1) .	161.1	177.5	173.4	146.3

## B. PERCENTAGE COMPOSITION

1941 - Average .....	25.8	74.2	100.0
1949 - Jan.-Mar. ....	30.2	69.8	100.0
- Apr.-June ....	22.7	77.3	100.0
- Jul.-Sept. ....	25.5	74.5	100.0
- Oct.-Dec. ....	26.2	73.8	100.0
1950 - Jan.-Mar. ....	25.3	74.7	100.0
- Apr.-June ....	21.0	79.0	100.0
- July=Sept. (1) .	23.1	76.9	100.0

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> <u>receivables at:</u>			
1941 - Dec. 31 .....	1.74	1.29	70
1949 - Mar. 31 .....	2.72	1.90	47
- June 30 .....	1.83	1.41	64
- Sept. 30 .....	2.12	1.58	57
- Dec. 31 .....	2.26	1.67	54
1950 - Mar. 31 .....	2.43	1.82	49
- June 30 .....	1.81	1.43	63
- Sept. 30 (1) ...	2.06	1.58	57

(1) Preliminary.

Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	193.9	223.8	208.0	140.4
- Apr.-June ....	295.1	287.3	291.4	170.0
- Jul.-Sept. ....	237.6	237.2	237.4	172.1
- Oct.-Dec. ....	225.1	224.9	225.0	152.2
1950 - Jan.-Mar. ....	195.7	217.8	206.2	146.8
- Apr.-June ....	332.6	308.9	321.0	181.7
- July-Sept. (1) .	250.0	230.7	240.6	160.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.7	47.3	100.0
1949 - Jan.-Mar. ....	49.5	50.5	100.0
- Apr.-June ....	53.3	46.7	100.0
- Jul.-Sept. ....	51.8	48.2	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1950 - Jan.-Mar. ....	49.8	50.2	100.0
- Apr.-June ....	52.8	47.2	100.0
- July-Sept. (1) .	53.0	47.0	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.11	1.00	90
1949 - Mar. 31 .....	3.09	1.56	58
- June 30 .....	3.66	1.71	53
- Sept. 30 .....	2.82	1.36	66
- Dec. 31 .....	3.05	1.45	62
1950 - Mar. 31 .....	2.90	1.46	62
- June 30 .....	3.62	1.71	53
- Sept. 30 (1) ...	3.04	1.43	63

(1) Preliminary.



Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	124.5	237.5	164.9	166.2
- Apr.-June ....	203.7	287.3	235.3	214.4
- Jul.-Sept. ....	211.0	268.2	232.4	194.8
- Oct.-Dec. ....	195.3	223.2	205.9	187.3
1950 - Jan.-Mar. ....	148.3	194.2	165.6	173.3
- Apr.-June ....	213.9	263.0	232.1	206.4
- July-Sept. (1) .	210.6	269.8	233.2	201.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0
1949 - Jan.-Mar. ....	48.4	51.6	100.0
- Apr.-June ....	53.8	46.2	100.0
- Jul.-Sept. ....	56.9	43.1	100.0
- Oct.-Dec. ....	58.7	41.3	100.0
1950 - Jan.-Mar. ....	55.9	44.1	100.0
- Apr.-June ....	58.0	42.0	100.0
- July-Sept. (1) .	55.8	44.2	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	3.50	1.28	70
1949 - Mar. 31 .....	3.43	1.77	51
- June 30 .....	3.94	1.82	49
- Sept. 30 .....	4.37	1.88	48
- Dec. 31 .....	4.08	1.68	54
1950 - Mar. 31 .....	3.52	1.55	58
- June 30 .....	4.08	1.71	53
- Sept. 30 (1) ...	3.89	1.72	52

(1) Preliminary.

Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	123.1	131.3	124.4	166.3
- Apr.-June ....	165.0	175.0	166.6	210.4
- Jul.-Sept. ....	182.8	171.7	181.1	196.7
- Oct.-Dec. ....	165.7	174.9	167.3	223.5
1950 - Jan.-Mar. ....	133.6	149.8	136.2	203.0
- Apr.-June ....	175.4	205.4	180.1	234.1
- July-Sept. (1) .	208.3	221.2	210.2	263.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1949 - Jan.-Mar. ....	83.2	16.8	100.0
- Apr.-June ....	83.0	17.0	100.0
- Jul.-Sept. ....	85.0	15.0	100.0
- Oct.-Dec. ....	82.2	17.8	100.0
1950 - Jan.-Mar. ....	82.4	17.6	100.0
- Apr.-June ....	82.3	17.7	100.0
- July-Sept. (1) .	84.6	15.4	100.0

## C. SALES - RECEIVABLES RATIO

DAYS CREDIT  
OUTSTANDING

Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> receivables at:			
1941 - Dec. 31 .....	15.45	2.47	36
1949 - Mar. 31 .....	11.57	1.95	46
- June 30 .....	12.18	2.07	43
- Sept. 30 .....	14.08	2.11	43
- Dec. 31 .....	11.78	2.09	43
1950 - Mar. 31 .....	10.38	1.82	49
- June 30 .....	11.86	2.10	43
- Sept. 30 (1) ...	13.87	2.13	42

(1) Preliminary.









63-006

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# RETAIL CONSUMER CREDIT

FOURTH QUARTER, 1950





DOMINION BUREAU OF STATISTICS

Department of Trade and Commerce

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## RETAIL CONSUMER CREDIT

### FOURTH QUARTER, 1950

Vol. VI

No. 4

This bulletin deals with the trends of retail consumer credit in sixteen major credit-dealing trades on a quarterly basis. Revised results for the third quarter are shown, and the fourth quarter results are subject to revision.

Credit sales of food stores, country general stores, fuel dealers, feed stores, garages and filling stations are largely on the charge account plan. Instalment credit extended by a few of these trades has been included with charge accounts because the amounts were negligible. Because of their 'cash' policy, chain stores have been omitted from the food classification which, for the purpose of this survey, is made up of independent grocery and combination grocery and meat stores.

A new form of credit known as "revolving credit" has been expanding for some time past. Because of its increasing importance and its inclusion in the new Consumer Credit regulations, an attempt has been made to obtain consistent reporting of this type of credit. In this report, it has been included with the charge or other credit category.

This study is based on a store sample which differs from that employed in the monthly Retail Trade series and a direct comparison of total sales appearing in the two series is not feasible. No reports from Newfoundland firms are included in this survey.

#### Change in Proportion of Cash and Credit Dealing

Cash sales accounted for 63.8% of total sales volume for the sixteen trades during the fourth quarter of 1950. This percentage was higher than that for the preceding quarter (63.1%) and for that of the same quarter of 1949 (63.0%). Nine trades reported larger proportions of cash sales for the last quarter of 1950 than for 1949.

Instalment sales, at 9.1% of total sales, were lower in proportion than in the third quarter of 1950 but accounted for slightly more of the total sales than they did during the fourth quarter of 1949 when the ratio was 8.9. Four of the ten instalment trades reported increased proportions of instalment sales from the 1949 levels and six reported decreases.

Charge sales decreased from 28.1% of sales during the last quarter of 1949 to 27.1% in the fourth quarter of 1950.

Accounts receivable were divided between instalment and charge accounts in practically the same proportions as in 1949. Instalment receivables accounted for 33.4% of the total and charge receivables 66.6%. At December 31, 1949 instalment receivables formed 33.5% of the total.

#### Change in Indexes from 1949

Cash sales during the last three months of 1950 were considerably higher than in previous quarters of 1950 or 1949. The index, based on 1941, stood at 259.7 for the Oct.-Dec. 1950 period compared with 244.7 for the same period of 1949, a gain of 6%. Ten of the sixteen trades contributed to this gain in cash sales.

Instalment sales were 14.1% above the 1949 level with the index at 220.4. Six of the ten trades showed increased activity in instalment credit.

Charge sales for the sixteen trades increased 4.5% from the fourth quarter of 1949 with the 1950 index at 232.5. Ten of the sixteen trades shared this increase.

Receivables indexes rose from 167.7 at December 31, 1949 to 191.8 at the end of 1950. This gain of 14.4% was the combined result of a 21% increase in instalment receivables and an 11% increase in charge receivables. All except one trade had higher instalment receivables at the end of 1950 and all except two had higher charge receivables.

# RETAIL CONSUMER CREDIT INDEXES OF SALES

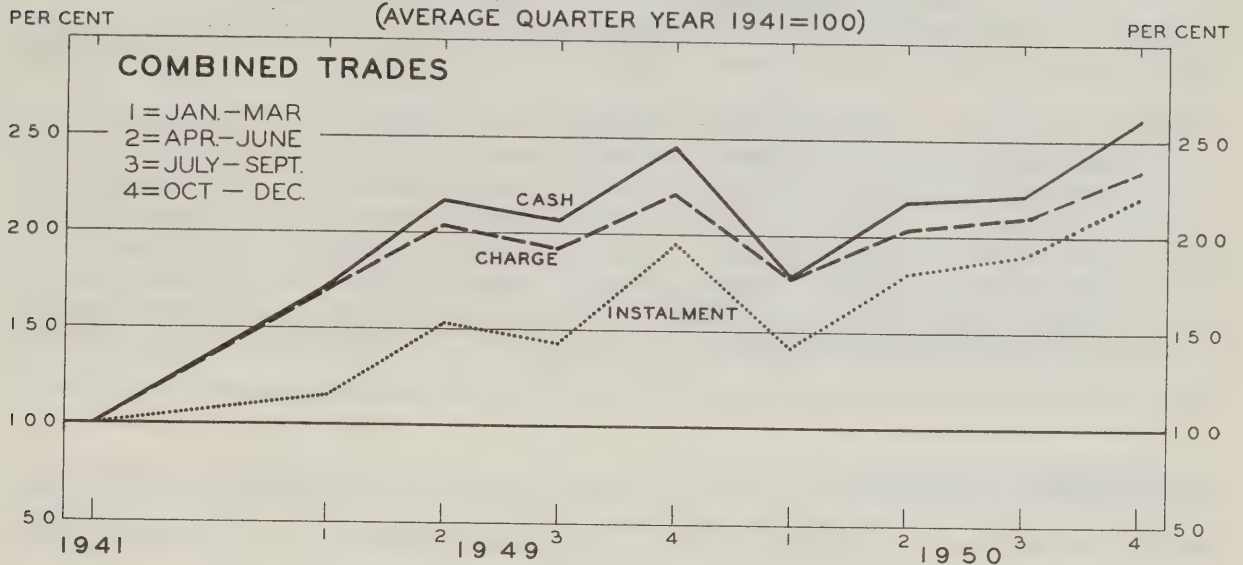


Table 1. - Retail Consumer Credit - Combined Trades

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instalment	Charge	Total Credit	Total Sales	Instalment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	171.6	114.9	170.3	154.2	165.1	116.6	137.5	129.8
- Apr.-June ....	216.7	152.8	204.2	189.3	208.0	124.5	153.1	142.7
- July-Sept. ...	207.0	141.6	192.2	177.5	196.3	128.8	156.0	146.2
- Oct.-Dec. ....	244.7	193.2	222.5	214.0	233.8	157.5	173.6	167.7
1950 - Jan.-Mar. ....	178.1	139.1	177.7	166.5	173.7	143.7	151.6	148.7
- Apr.-June ....	217.5	179.7	206.4	198.6	211.1	150.6	162.4	157.9
- July-Sept. ...	221.1	191.1	208.8	203.7	215.5	160.0	172.4	167.9
- Oct.-Dec. (1).	259.7	220.4	232.5	229.0	249.2	190.6	192.8	191.8

## B. PERCENTAGE COMPOSITION

1941 - Average .....	60.8	11.4	27.8	39.2	100.0	37.6	62.4	100.0
1949 - Jan.-Mar. ....	62.9	8.4	28.7	37.1	100.0	34.1	65.9	100.0
- Apr.-June ....	63.2	8.3	28.5	36.8	100.0	33.6	66.4	100.0
- July-Sept. ...	64.0	8.5	27.5	36.0	100.0	33.5	66.5	100.0
- Oct.-Dec. ....	63.0	8.9	28.1	37.0	100.0	33.5	66.5	100.0
1950 - Jan.-Mar. ....	62.8	9.1	28.1	37.2	100.0	35.3	64.7	100.0
- Apr.-June ....	62.5	9.2	28.3	37.5	100.0	34.9	65.1	100.0
- July-Sept. ...	63.1	9.6	27.3	36.9	100.0	34.5	65.5	100.0
- Oct.-Dec. (1).	63.8	9.1	27.1	36.2	100.0	33.4	66.6	100.0

(1) Preliminary.



Table 2. - Retail Consumer Credit - Department Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	175.8	182.4	250.1	217.3	186.2	206.7	189.5	200.2
- Apr.-June ....	213.9	240.3	324.0	283.4	231.4	221.4	214.3	218.7
- July-Sept. ...	188.2	213.7	272.4	243.9	202.2	221.9	221.8	221.9
- Oct.-Dec. ....	289.5	357.3	431.8	395.7	316.2	284.1	320.6	297.9
1950 - Jan.-Mar. ....	171.4	194.1	267.7	232.0	186.6	255.6	218.9	241.7
- Apr.-June ....	206.4	243.8	346.4	296.2	228.9	262.2	247.6	256.7
- July-Sept. ...	190.4	247.5	312.5	281.4	213.1	268.6	260.3	265.4
- Oct.-Dec. (1)	299.3	355.8	470.6	414.0	327.7	308.0	378.9	334.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	75.1	10.9	14.0	24.9	100.0	61.7	38.3	100.0
1949 - Jan.-Mar. ....	70.7	11.9	17.4	29.3	100.0	64.1	35.9	100.0
- Apr.-June ....	69.2	12.7	18.1	30.8	100.0	62.8	37.2	100.0
- July-Sept. ...	69.7	12.9	17.4	30.3	100.0	62.1	37.9	100.0
- Oct.-Dec. ....	68.6	13.8	17.6	31.4	100.0	59.2	40.8	100.0
1950 - Jan.-Mar. ....	68.8	12.7	18.5	31.2	100.0	65.7	34.3	100.0
- Apr.-June ....	67.6	13.0	19.4	32.4	100.0	63.7	36.3	100.0
- July-Sept. ...	67.1	13.9	19.0	32.9	100.0	62.8	37.2	100.0
- Oct.-Dec. (1)	68.7	13.0	18.3	31.3	100.0	57.4	42.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instalment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	3.09	0.54	1.14	167	79
1949 - Mar. 31 .....	2.78	0.52	1.33	173	68
- June 30 .....	3.16	0.64	1.51	141	60
- Sept. 30 .....	2.72	0.57	1.23	158	73
- Dec. 31 .....	3.17	0.74	1.34	122	67
1950 - Mar. 31 .....	2.31	0.45	1.22	200	74
- June 30 .....	2.66	0.55	1.40	164	64
- Sept. 30 .....	2.40	0.53	1.23	170	73
- Dec. 31 (1) ..	2.95	0.66	1.27	136	71

(1) Preliminary.



Table 3. - Retail Consumer Credit - Men's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	157.9	96.0	151.0	140.3	154.3	122.1	141.4	137.5
- Apr.-June ....	213.9	146.3	213.5	200.5	211.2	130.0	159.2	153.4
- July-Sept. ....	162.3	77.1	145.2	131.3	156.2	110.5	149.1	141.1
- Oct.-Dec. ....	244.7	175.6	237.4	225.2	240.9	162.0	187.2	182.1
1950 - Jan.-Mar. ....	135.6	112.5	162.0	152.4	138.9	148.1	154.7	153.4
- Apr.-June ....	188.7	140.2	214.1	200.3	191.0	143.3	185.1	176.9
- July-Sept. ....	151.4	114.9	173.0	162.0	153.5	142.4	185.3	176.8
- Oct.-Dec. (1) ..	246.3	229.7	265.2	258.3	248.7	237.8	232.4	233.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	80.3	5.1	14.6	19.7	100.0	25.4	74.6	100.0
1949 - Jan.-Mar. ....	81.7	2.4	15.9	18.3	100.0	17.7	82.3	100.0
- Apr.-June ....	81.1	2.7	16.2	18.9	100.0	16.8	83.2	100.0
- July-Sept. ....	83.6	1.9	14.5	16.4	100.0	16.1	83.9	100.0
- Oct.-Dec. ....	81.7	2.8	15.5	18.3	100.0	17.7	82.3	100.0
1950 - Jan.-Mar. ....	78.4	3.1	18.5	21.6	100.0	19.3	80.7	100.0
- Apr.-June ....	79.3	2.7	18.0	20.7	100.0	15.9	84.1	100.0
- July-Sept. ....	79.2	2.8	18.0	20.8	100.0	16.1	83.9	100.0
- Oct.-Dec. (1) ..	80.0	3.5	16.5	20.0	100.0	20.0	80.0	100.0

## C. SALES - RECEIVABLES RATIO

DAYS CREDIT  
OUTSTANDING

Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> <u>receivables at:</u>					
1941 - Dec. 31 .....	6.05	1.21	1.19	74	76
1949 - Mar. 31 .....	6.85	0.94	1.32	96	68
- June 30 .....	8.41	1.34	1.64	67	55
- Sept. 30 .....	6.80	0.83	1.17	108	77
- Dec. 31 .....	8.19	1.29	1.54	70	58
1950 - Mar. 31 .....	5.62	0.90	1.29	100	70
- June 30 .....	6.70	1.14	1.43	79	63
- Sept. 30 .....	5.39	0.94	1.16	96	78
- Dec. 31 (1) ..	6.75	1.17	1.40	77	64

(1) Preliminary.

Table 4. - Retail Consumer Credit - Women's Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	181.2	85.1	287.1	223.5	190.3	70.3	268.8	205.1
- Apr.-June ....	266.0	108.9	331.1	263.3	265.4	65.0	260.8	198.1
- July-Sept. ...	199.7	61.6	233.6	183.2	196.2	44.0	249.1	186.6
- Oct.-Dec. ....	282.2	95.9	374.4	281.9	282.1	53.8	305.1	219.2
1950 - Jan.-Mar. ....	171.7	74.4	244.5	190.8	175.6	74.6	242.3	188.9
- Apr.-June ....	238.8	68.3	299.3	225.9	236.0	50.5	245.9	182.7
- July-Sept. ...	206.1	64.5	275.3	208.0	206.5	65.7	270.3	202.3
- Oct.-Dec. (1).	288.4	78.7	364.1	266.5	283.8	59.9	308.5	224.6

## B. PERCENTAGE COMPOSITION

1941 - Average .....	77.7	7.3	15.0	22.3	100.0	33.4	66.6	100.0
1949 - Jan.-Mar. ....	74.8	3.0	22.2	25.2	100.0	11.0	89.0	100.0
- Apr.-June ....	79.1	2.6	18.3	20.9	100.0	10.5	89.5	100.0
- July-Sept. ...	79.9	2.0	18.1	20.1	100.0	7.2	92.8	100.0
- Oct.-Dec. ....	78.9	2.4	18.7	21.1	100.0	8.4	91.6	100.0
1950 - Jan.-Mar. ....	77.7	2.7	19.6	22.3	100.0	12.6	87.4	100.0
- Apr.-June ....	79.6	2.0	18.4	20.4	100.0	8.9	91.1	100.0
- July-Sept. ...	79.0	2.1	18.9	21.0	100.0	10.8	89.2	100.0
- Oct.-Dec. (1).	80.1	2.0	17.9	19.9	100.0	9.0	91.0	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	5.25	1.14	1.18	79	76
1949 - Mar. 31 .....	4.95	1.35	1.23	67	73
- June 30 .....	7.27	1.83	1.49	49	60
- Sept. 30 .....	5.69	1.57	1.11	57	81
- Dec. 31 .....	7.24	2.06	1.48	44	61
1950 - Mar. 31 .....	5.34	1.16	1.19	78	76
- June 30 .....	7.15	1.56	1.45	58	62
- Sept. 30 .....	5.69	1.10	1.21	82	74
- Dec. 31 (1) ..	7.06	1.58	1.39	57	65

(1) Preliminary.

Table 5. - Retail Consumer Credit - Family Clothing Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	151.2	106.7	175.2	141.8	148.3	93.6	162.9	123.6
- Apr.-June ....	225.9	161.5	265.3	214.5	222.2	102.5	188.4	139.6
- July-Sept. ...	193.0	101.9	194.0	149.6	179.5	92.4	175.1	128.7
- Oct.-Dec. ....	249.6	200.0	300.3	250.8	250.0	119.1	224.8	164.6
1950 - Jan.-Mar. ....	129.0	90.4	167.6	129.4	129.1	91.3	176.8	128.0
- Apr.-June ....	192.2	144.1	258.2	202.0	195.2	97.5	202.0	142.3
- July-Sept. ...	190.7	100.0	217.5	160.7	181.5	88.6	200.0	137.7
- Oct.-Dec. (1).	256.6	210.1	315.2	266.3	259.5	137.5	240.4	188.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	67.6	15.8	16.6	32.4	100.0	56.4	43.6	100.0
1949 - Jan.-Mar. ....	70.2	10.9	18.9	29.8	100.0	42.9	57.1	100.0
- Apr.-June ....	69.2	11.3	19.5	30.8	100.0	41.8	58.2	100.0
- July-Sept. ...	74.0	8.5	17.5	26.0	100.0	40.3	59.7	100.0
- Oct.-Dec. ....	68.8	12.3	18.9	31.2	100.0	41.2	58.8	100.0
1950 - Jan.-Mar. ....	68.5	10.9	20.6	31.5	100.0	40.7	59.3	100.0
- Apr.-June ....	67.7	11.3	21.0	32.3	100.0	39.1	60.9	100.0
- July-Sept. ...	72.9	8.2	18.9	27.1	100.0	35.9	64.1	100.0
- Oct.-Dec. (1).	69.1	11.4	19.5	30.9	100.0	36.8	63.2	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> receivables at:					
1941 - Dec. 31 .....	2.28	0.64	0.87	141	103
1949 - Mar. 31 .....	2.86	0.73	0.95	123	95
- June 30 .....	3.70	1.00	1.24	90	73
- Sept. 30 .....	3.34	0.71	0.98	127	92
- Dec. 31 .....	3.68	1.10	1.18	82	76
1950 - Mar. 31 .....	2.42	0.65	0.84	138	107
- June 30 .....	3.29	0.96	1.14	94	79
- Sept. 30 .....	3.24	0.74	0.96	122	94
- Dec. 31 (1) ..	3.75	1.16	1.16	78	78

(1) Preliminary.



Table 6. - Retail Consumer Credit - Furriers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	170.2	135.6	223.4	165.3	167.1	113.6	168.6	130.2
- Apr.-June ....	82.9	96.5	203.3	131.2	113.1	122.4	205.9	145.7
- July-Sept. ....	138.0	185.9	256.4	210.6	182.3	165.4	257.4	193.3
- Oct.-Dec. ....	358.3	342.1	447.7	375.8	369.2	195.1	207.9	198.6
1950 - Jan.-Mar. ....	173.8	122.9	242.2	159.8	164.9	130.0	169.6	141.0
- Apr.-June ....	76.6	83.5	242.7	131.8	110.5	113.6	201.6	138.3
- July-Sept. ....	166.2	197.1	445.9	276.4	233.4	177.3	356.2	230.8
- Oct.-Dec. (1) ..	328.7	265.3	439.4	328.9	328.8	147.4	223.8	172.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	38.6	39.9	21.5	61.4	100.0	68.6	31.4	100.0
1949 - Jan.-Mar. ....	37.3	34.1	28.6	62.7	100.0	61.0	39.0	100.0
- Apr.-June ....	27.5	36.0	36.5	72.5	100.0	60.6	39.4	100.0
- July-Sept. ....	29.5	40.4	30.1	70.5	100.0	59.7	40.3	100.0
- Oct.-Dec. ....	36.8	39.2	24.0	63.2	100.0	71.0	29.0	100.0
1950 - Jan.-Mar. ....	38.7	32.6	28.7	61.3	100.0	66.5	33.5	100.0
- Apr.-June ....	26.7	32.3	41.0	73.3	100.0	59.1	40.9	100.0
- July-Sept. ....	27.8	35.1	37.1	72.2	100.0	53.9	46.1	100.0
- Oct.-Dec. (1) ..	40.2	30.6	29.2	59.8	100.0	57.5	42.5	100.0

## C. SALES - RECEIVABLES RATIO

Date				DAYS CREDIT OUTSTANDING	
	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> <u>receivables at:</u>					
1941 - Dec. 31 .....	1.03	0.60	0.70	150	129
1949 - Mar. 31 .....	1.31	0.73	0.96	123	94
- June 30 .....	0.80	0.48	0.74	188	122
- Sept. 30 .....	0.98	0.67	0.73	134	123
- Dec. 31 .....	1.94	1.07	1.61	84	56
1950 - Mar. 31 .....	1.17	0.57	1.00	158	90
- June 30 .....	0.80	0.44	0.80	205	113
- Sept. 30 .....	1.04	0.68	0.84	132	107
- Dec. 31 (1) ..	2.08	1.11	1.43	81	63

(1) Preliminary.



Table 7. - Retail Consumer Credit - Household Appliance and Radio Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	251.4	137.8	247.0	168.9	195.9	69.9	117.9	79.0
- Apr.-June ....	253.6	153.7	249.2	181.6	205.0	71.5	115.8	80.1
- July-Sept. ...	243.6	151.3	233.9	174.9	197.1	72.8	125.4	82.4
- Oct.-Dec. ....	339.6	210.7	258.4	224.6	261.5	95.1	118.7	99.8
1950 - Jan.-Mar. ....	223.7	151.6	200.2	166.0	184.7	96.4	96.7	96.5
- Apr.-June ....	271.6	203.4	226.1	210.2	229.7	106.7	105.0	106.3
- July-Sept. ...	297.7	205.7	244.3	217.0	242.5	117.3	118.1	117.5
- Oct.-Dec. (1).	415.1	208.1	256.9	222.8	278.3	158.5	123.1	150.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	32.7	49.3	18.0	67.3	100.0	82.6	17.4	100.0
1949 - Jan.-Mar. ....	42.0	33.8	24.2	58.0	100.0	71.6	28.4	100.0
- Apr.-June ....	40.3	35.8	23.9	59.7	100.0	71.9	28.1	100.0
- July-Sept. ...	39.9	37.2	22.9	60.1	100.0	72.2	27.8	100.0
- Oct.-Dec. ....	41.7	38.8	19.5	58.3	100.0	76.2	23.8	100.0
1950 - Jan.-Mar. ....	39.2	39.1	21.7	60.8	100.0	79.9	20.1	100.0
- Apr.-June ....	37.5	42.4	20.1	62.5	100.0	80.0	20.0	100.0
- July-Sept. ...	38.7	41.1	20.2	61.3	100.0	80.8	19.2	100.0
- Oct.-Dec. (1).	43.1	37.1	19.8	56.9	100.0	81.2	18.8	100.0

## C. SALES - RECEIVABLES RATIO

	DAYS CREDIT OUTSTANDING			INSTALMENT CREDIT SOLD TO BANKS ETC.		
	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						(not available)
1941 - Dec. 31 .....	0.71	0.42	0.74	214	122	
1949 - Mar. 31 .....	1.82	0.86	1.55	105	58	21.6
- June 30 .....	1.84	0.92	1.56	98	58	20.0
- Sept. 30 .....	1.71	0.88	1.41	102	64	18.8
- Dec. 31 .....	1.86	0.95	1.52	95	59	15.2
1950 - Mar. 31 .....	1.35	0.66	1.46	136	62	15.4
- June 30 .....	1.50	0.80	1.51	113	60	17.1
- Sept. 30 .....	1.44	0.73	1.52	123	59	14.7
- Dec. 31 (1) ..	1.42	0.65	1.49	138	60	13.3

(1) Preliminary.

Table 8. - Retail Consumer Credit - Furniture Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	235.0	113.1	186.9	126.7	149.7	85.8	102.7	87.9
- Apr.-June ....	280.2	138.0	235.2	155.6	181.8	91.2	111.0	93.7
- July-Sept. ....	265.4	135.7	241.1	154.1	177.4	97.8	130.7	101.7
- Oct.-Dec. ....	308.1	165.8	275.6	184.9	210.3	106.3	132.3	109.5
1950 - Jan.-Mar. ....	215.2	109.4	175.8	120.8	140.2	103.9	114.3	105.2
- Apr.-June ....	271.3	142.4	250.0	160.9	183.8	108.5	126.5	110.8
- July-Sept. ....	276.2	154.9	251.9	171.7	193.3	115.9	141.1	119.1
- Oct.-Dec. (1).	321.8	170.8	321.5	197.9	228.9	136.8	213.8	145.0

## B. PERCENTAGE COMPOSITION

1941 - Average .....	20.8	65.1	14.1	79.2	100.0	87.9	12.1	100.0
1949 - Jan.-Mar. ....	33.4	48.5	18.1	66.6	100.0	85.1	14.9	100.0
- Apr.-June ....	32.4	49.1	18.5	67.6	100.0	85.0	15.0	100.0
- July-Sept. ....	31.3	50.0	18.7	68.7	100.0	84.6	15.4	100.0
- Oct.-Dec. ....	30.3	51.7	18.0	69.7	100.0	85.2	14.8	100.0
1950 - Jan.-Mar. ....	31.5	51.4	17.1	68.5	100.0	86.6	13.4	100.0
- Apr.-June ....	30.6	50.8	18.6	69.4	100.0	85.8	14.2	100.0
- July-Sept. ....	29.6	52.5	17.9	70.4	100.0	85.2	14.8	100.0
- Oct.-Dec. (1).	35.2	45.9	18.9	64.8	100.0	84.3	15.7	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING		INSTALMENT CREDIT SOLD TO BANKS ETC.
	Total (sales incl. cash)	Instal- ment	Charge	Instal- ment	Charge	Percent of Instalment Sales
Three month sales to receivables at:						(not available)
1941 - Dec. 31 .....	0.58	0.43	0.67	209	134	
1949 - Mar. 31 .....	0.98	0.56	1.20	161	75	4.5
- June 30 .....	1.14	0.66	1.41	136	64	4.4
- Sept. 30 .....	1.00	0.59	1.23	153	73	4.0
- Dec. 31 .....	1.08	0.66	1.33	136	68	3.3
1950 - Mar. 31 .....	0.76	0.45	0.97	200	93	5.3
- June 30 .....	0.94	0.56	1.24	161	73	3.8
- Sept. 30 .....	0.91	0.56	1.12	161	80	3.7
- Dec. 31 (1) ..	1.08	0.59	1.30	153	69	4.8

(1) Preliminary.

Table 9. - Retail Consumer Credit - Hardware Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	160.2	114.5	156.0	148.7	156.0	78.9	120.5	111.8
- Apr.-June ....	276.0	122.9	249.6	233.4	261.3	73.9	163.6	151.9
- July-Sept. ....	245.3	132.9	236.7	223.8	237.8	84.3	165.5	155.1
- Oct.-Dec. ....	278.3	155.7	265.2	250.9	268.7	76.9	170.7	158.4
1950 - Jan.-Mar. ....	141.1	99.5	140.5	134.9	138.9	72.1	135.5	127.2
- Apr.-June ....	251.8	198.3	266.0	256.5	253.4	137.8	179.6	173.9
- July-Sept. ....	242.6	178.8	262.9	251.1	245.6	128.9	188.3	180.5
- Oct.-Dec. (1) ..	264.6	162.4	254.0	242.5	256.8	109.7	176.6	168.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	64.9	4.7	30.4	35.1	100.0	12.9	87.1	100.0
1949 - Jan.-Mar. ....	64.9	4.8	30.3	35.1	100.0	14.7	85.3	100.0
- Apr.-June ....	69.3	2.0	28.7	30.7	100.0	6.4	93.6	100.0
- July-Sept. ....	67.1	2.4	30.5	32.9	100.0	7.0	93.0	100.0
- Oct.-Dec. ....	67.5	2.6	29.9	32.5	100.0	6.3	93.7	100.0
1950 - Jan.-Mar. ....	66.0	3.4	30.6	34.0	100.0	7.4	92.6	100.0
- Apr.-June ....	64.9	3.9	31.2	35.1	100.0	10.8	89.2	100.0
- July-Sept. ....	64.2	3.6	32.2	35.8	100.0	9.4	90.6	100.0
- Oct.-Dec. (1) ..	66.5	2.8	30.7	33.5	100.0	7.4	92.6	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to</u> <u>receivables at:</u>					
1941 - Dec. 31 .....	2.48	0.91	0.87	99	103
1949 - Mar. 31 .....	3.09	1.00	1.10	90	82
- June 30 .....	4.37	1.42	1.34	63	67
- Sept. 30 .....	3.86	1.35	1.26	67	71
- Dec. 31 .....	4.21	1.75	1.34	51	67
1950 - Mar. 31 .....	2.73	1.27	0.90	71	100
- June 30 .....	3.75	1.33	1.31	68	69
- Sept. 30 .....	3.41	1.29	1.21	70	74
- Dec. 31 (1) ..	3.61	1.37	1.20	66	75

(1) Preliminary.



Table 10. - Retail Consumer Credit - Jewellery Stores

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	132.4	154.0	117.8	134.8	133.5	174.4	118.7	154.8
- Apr.-June ....	198.8	196.8	179.6	188.0	193.9	168.2	128.4	155.0
- July-Sept. ....	203.9	281.7	145.2	209.4	206.4	219.4	117.1	184.1
- Oct.-Dec. ....	347.9	362.8	324.2	342.2	345.4	250.9	245.0	248.8
1950 - Jan.-Mar. ....	144.7	146.9	143.7	145.2	145.0	202.7	129.9	177.4
- Apr.-June ....	185.0	198.0	180.2	188.5	186.6	182.1	140.0	167.3
- July-Sept. ....	222.4	278.4	189.4	235.8	228.4	219.7	152.5	196.3
- Oct.-Dec. (1) ..	337.9	427.3	346.2	388.7	361.4	294.0	276.4	288.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	55.7	20.7	23.6	44.3	100.0	64.4	35.6	100.0
1949 - Jan.-Mar. ....	54.7	24.3	21.0	45.3	100.0	73.0	27.0	100.0
- Apr.-June ....	56.0	22.6	21.4	44.0	100.0	72.6	27.4	100.0
- July-Sept. ....	54.2	29.0	16.8	45.8	100.0	78.1	21.9	100.0
- Oct.-Dec. ....	55.8	21.8	22.4	44.2	100.0	65.0	35.0	100.0
1950 - Jan.-Mar. ....	54.5	22.1	23.4	45.5	100.0	74.6	25.4	100.0
- Apr.-June ....	54.8	22.2	23.0	45.2	100.0	70.6	29.4	100.0
- July-Sept. ....	53.9	28.4	17.7	46.1	100.0	72.9	27.1	100.0
- Oct.-Dec. (1) ..	50.2	28.7	21.1	49.8	100.0	67.6	32.4	100.0

C. SALES - RECEIVABLES RATIO				DAYS CREDIT OUTSTANDING	
Date	Total sales (incl. cash) to total receivables	Instalment sales to instalment receivables	Charge sales to charge receivables	Instal- ment	Charge
<u>Three month sales to receivables at:</u>					
1941 - Dec. 31 .....	1.85	0.66	1.09	136	83
1949 - Mar. 31 .....	1.61	0.59	1.14	153	79
- June 30 .....	2.29	0.79	1.61	114	56
- Sept. 30 .....	2.09	0.85	1.42	106	63
- Dec. 31 .....	2.57	0.96	1.45	94	62
1950 - Mar. 31 .....	1.49	0.49	1.26	184	71
- June 30 .....	2.06	0.72	1.45	125	62
- Sept. 30 .....	2.14	0.83	1.40	108	64
- Dec. 31 (1) ..	2.19	0.93	1.42	97	63

(1) Preliminary.



Table 11. - Retail Consumer Credit - Motor Vehicle Dealers

## A. INDEXES

Period	Sales during Period					Accounts receivable at end of period		
	Cash	Instal- ment	Charge	Total Credit	Total Sales	Instal- ment	Charge	Total
1941 - Average .....	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	145.8	74.4	246.6	135.6	139.9	38.0	233.1	182.4
- Apr.-June ....	278.7	119.3	355.2	205.8	237.3	70.0	268.8	219.0
- July-Sept. ....	233.0	101.6	287.6	168.1	195.7	59.5	254.5	204.7
- Oct.-Dec. ....	206.5	100.7	287.0	167.5	184.1	63.6	245.4	198.9
1950 - Jan.-Mar. ....	247.9	133.0	270.0	182.1	210.1	57.2	258.7	205.4
- Apr.-June ....	327.4	170.8	344.2	233.9	272.8	84.7	283.4	228.7
- July-Sept. ....	321.0	184.6	374.0	250.8	280.6	82.5	299.3	241.1
- Oct.-Dec. (1).	315.5	166.7	316.9	217.1	260.8	66.2	292.6	231.5

## B. PERCENTAGE COMPOSITION

1941 - Average .....	42.1	37.0	20.9	57.9	100.0	26.8	73.2	100.0
1949 - Jan.-Mar. ....	43.9	19.8	36.3	56.1	100.0	5.4	94.6	100.0
- Apr.-June ....	50.7	18.1	31.2	49.3	100.0	8.0	92.0	100.0
- July-Sept. ....	50.6	19.2	30.2	49.4	100.0	7.4	92.6	100.0
- Oct.-Dec. ....	47.8	20.1	32.1	52.2	100.0	8.2	91.8	100.0
1950 - Jan.-Mar. ....	50.3	23.3	26.4	49.7	100.0	7.4	92.6	100.0
- Apr.-June ....	50.0	23.2	26.8	50.0	100.0	10.2	89.8	100.0
- July-Sept. ....	48.6	24.6	26.8	51.4	100.0	9.2	90.8	100.0
- Oct.-Dec. (1).	53.8	23.6	22.6	46.2	100.0	7.7	92.3	100.0

## C. INSTALMENT CREDIT SOLD TO BANKS ETC.

Date	Percent of Instalment Sales
1941 - Dec. 31 .....	(not available)
1949 - Mar. 31 .....	56.4
- June 30 .....	59.8
- Sept. 30 .....	58.4
- Dec. 31 .....	51.5
1950 - Mar. 31 .....	58.3
- June 30 .....	58.5
- Sept. 30 .....	59.9
- Dec. 31 (1) .....	59.5

(1) Preliminary.

Table 12. - Retail Consumer Credit - Food Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	206.7	124.2	172.1	107.7
- Apr.-June ....	216.8	145.2	187.4	117.2
- July-Sept. ....	224.6	139.0	189.0	111.8
- Oct.-Dec. ....	239.1	144.8	198.2	121.9
1950 - Jan.-Mar. ....	209.4	129.2	176.0	103.1
- Apr.-June ....	226.7	135.3	188.6	104.7
- July-Sept. ....	236.9	133.1	194.4	103.2
- Oct.-Dec. (1) ..	243.3	146.4	202.5	116.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	58.5	41.5	100.0
1949 - Jan.-Mar. ....	69.8	30.2	100.0
- Apr.-June ....	68.3	31.7	100.0
- July-Sept. ....	69.4	30.6	100.0
- Oct.-Dec. ....	68.3	31.7	100.0
1950 - Jan.-Mar. ....	69.3	30.7	100.0
- Apr.-June ....	70.1	29.9	100.0
- July-Sept. ....	72.0	28.0	100.0
- Oct.-Dec. (1) ..	69.6	30.4	100.0

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> <u>receivables at:</u>			
1941 - Dec. 31 .....	5.00	2.08	43
1949 - Mar. 31 .....	8.09	2.45	37
- June 30 .....	8.07	2.56	35
- Sept. 30 .....	8.38	2.56	35
- Dec. 31 .....	7.94	2.51	36
1950 - Mar. 31 .....	8.58	2.63	34
- June 30 .....	8.92	2.67	34
- Sept. 30 .....	9.40	2.63	34
- Dec. 31 (1) ....	8.65	2.63	34

(1) Preliminary.

Table 13. - Retail Consumer Credit - Country General Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	161.0	157.6	159.9	92.0
- Apr.-June ....	216.0	193.5	208.5	101.4
- July-Sept. ....	230.3	202.9	221.0	111.5
- Oct.-Dec. ....	228.8	201.5	219.8	106.4
1950 - Jan.-Mar. ....	151.7	151.7	151.7	104.0
- Apr.-June ....	201.7	192.4	198.5	111.3
- July-Sept. ....	227.5	200.8	218.5	117.6
- Oct.-Dec. (1) ..	233.5	196.4	220.7	122.4

## B. PERCENTAGE COMPOSITION

1941 - Average .....	66.5	33.5	100.0
1949 - Jan.-Mar. ....	67.6	32.4	100.0
- Apr.-June ....	69.2	30.8	100.0
- July-Sept. ....	69.1	30.9	100.0
- Oct.-Dec. ....	69.8	30.2	100.0
1950 - Jan.-Mar. ....	66.4	33.6	100.0
- Apr.-June ....	67.2	32.8	100.0
- July-Sept. ....	69.1	30.9	100.0
- Oct.-Dec. (1) ..	69.4	30.6	100.0

## C. SALES - RECEIVABLES RATIO

## DAYS CREDIT OUTSTANDING

Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	2.32	0.78	115
1949 - Mar. 31 .....	3.96	1.28	70
- June 30 .....	4.44	1.37	66
- Sept. 30 .....	4.39	1.36	66
- Dec. 31 .....	4.75	1.43	63
1950 - Mar. 31 .....	3.26	1.09	83
- June 30 .....	3.97	1.30	69
- Sept. 30 .....	4.15	1.28	70
- Dec. 31 (1) ....	4.10	1.26	71

(1) Preliminary.



Table 14. - Retail Consumer Credit - Fuel Dealers

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	226.6	184.3	195.3	126.2
- Apr.-June ....	96.9	112.6	108.6	103.8
- July-Sept. ....	158.2	158.0	158.0	130.7
- Oct.-Dec. ....	206.0	196.8	199.1	154.9
1950 - Jan.-Mar. ....	232.3	231.0	231.4	164.3
- Apr.-June ....	105.8	134.7	127.4	123.8
- July-Sept. ....	159.4	175.9	171.8	149.4
- Oct.-Dec. (1) ..	200.9	214.7	211.4	177.7

## B. PERCENTAGE COMPOSITION

1941 - Average .....	25.8	74.2	100.0
1949 - Jan.-Mar. ....	30.2	69.8	100.0
- Apr.-June ....	22.7	77.3	100.0
- July-Sept. ....	25.5	74.5	100.0
- Oct.-Dec. ....	26.2	73.8	100.0
1950 - Jan.-Mar. ....	25.3	74.7	100.0
- Apr.-June ....	21.0	79.0	100.0
- July-Sept. ....	22.9	77.1	100.0
- Oct.-Dec. (1) ..	22.6	77.4	100.0

## C. SALES - RECEIVABLES RATIO

			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to</u> <u>receivables at:</u>			
1941 - Dec. 31 .....	1.74	1.29	70
1949 - Mar. 31 .....	2.72	1.90	47
- June 30 .....	1.83	1.41	64
- Sept. 30 .....	2.12	1.58	57
- Dec. 31 .....	2.26	1.67	54
1950 - Mar. 31 .....	2.43	1.82	49
- June 30 .....	1.81	1.43	63
- Sept. 30 .....	1.98	1.53	59
- Dec. 31 (1) ....	2.05	1.58	57

(1) Preliminary.

Table 15. - Retail Consumer Credit - Feed Stores

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	193.9	223.8	208.0	140.4
- Apr.-June ....	295.1	287.3	291.4	170.0
- July-Sept. ....	237.6	237.2	237.4	172.1
- Oct.-Dec. ....	225.1	224.9	225.0	152.2
1950 - Jan.-Mar. ....	195.7	217.8	206.2	146.8
- Apr.-June ....	332.6	308.9	321.0	181.7
- July-Sept. ....	260.6	233.2	247.2	165.7
- Oct.-Dec. (1) ..	212.1	199.8	206.0	155.9

## B. PERCENTAGE COMPOSITION

1941 - Average .....	52.7	47.3	100.0
1949 - Jan.-Mar. ....	49.5	50.5	100.0
- Apr.-June ....	53.3	46.7	100.0
- July-Sept. ....	51.8	48.2	100.0
- Oct.-Dec. ....	52.6	47.4	100.0
1950 - Jan.-Mar. ....	49.8	50.2	100.0
- Apr.-June ....	52.8	47.2	100.0
- July-Sept. ....	53.8	46.2	100.0
- Oct.-Dec. (1) ..	51.9	48.1	100.0

## C. SALES - RECEIVABLES RATIO

Date	Total sales to total receivables	Charge sales to charge receivables	DAYS CREDIT OUTSTANDING  Charge
Three month sales to receivables at:			
1941 - Dec. 31 .....	2.11	1.00	90
1949 - Mar. 31 .....	3.09	1.56	58
- June 30 .....	3.66	1.71	53
- Sept. 30 .....	2.82	1.36	66
- Dec. 31 .....	3.05	1.45	62
1950 - Mar. 31 .....	2.90	1.46	62
- June 30 .....	3.62	1.71	53
- Sept. 30 .....	3.04	1.40	64
- Dec. 31 (1) ....	2.74	1.32	68

(1) Preliminary.

Table 16. - Retail Consumer Credit - Garages

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	124.5	237.5	164.9	166.2
- Apr.-June ....	203.7	287.3	235.3	214.4
- July-Sept. ....	211.0	268.2	232.4	194.8
- Oct.-Dec. ....	195.3	223.2	205.9	187.3
1950 - Jan.-Mar. ....	148.3	194.2	165.6	173.3
- Apr.-June ....	213.9	263.0	232.1	206.4
- July-Sept. ....	219.7	283.5	243.6	202.8
- Oct.-Dec. (1) ..	190.1	262.6	216.3	205.0

## B. PERCENTAGE COMPOSITION

1941 - Average .....	63.4	36.6	100.0
1949 - Jan.-Mar. ....	48.4	51.6	100.0
- Apr.-June ....	53.8	46.2	100.0
- July-Sept. ....	56.9	43.1	100.0
- Oct.-Dec. ....	58.7	41.3	100.0
1950 - Jan.-Mar. ....	55.9	44.1	100.0
- Apr.-June ....	58.0	42.0	100.0
- July-Sept. ....	56.4	43.6	100.0
- Oct.-Dec. (1) ..	56.2	43.8	100.0

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	3.50	1.28	70
1949 - Mar. 31 .....	3.43	1.77	51
- June 30 .....	3.94	1.82	49
- Sept. 30 .....	4.37	1.88	48
- Dec. 31 .....	4.08	1.68	54
1950 - Mar. 31 .....	3.52	1.55	58
- June 30 .....	4.08	1.71	53
- Sept. 30 .....	4.21	1.84	49
- Dec. 31 (1) ....	3.90	1.71	53

(1) Preliminary.



Table 17. - Retail Consumer Credit - Filling Stations

## A. INDEXES

Period	Sales during Period			Accounts receivable at end of period (charge)
	Cash	Charge	Total	
1941 - 1/4 year average	100.0	100.0	100.0	100.0
1949 - Jan.-Mar. ....	123.1	131.3	124.4	166.3
- Apr.-June ....	165.0	175.0	166.6	210.4
- July-Sept. ....	182.8	171.7	181.1	196.7
- Oct.-Dec. ....	165.7	174.9	167.3	223.5
1950 - Jan.-Mar. ....	133.6	149.8	136.2	203.0
- Apr.-June ....	175.4	205.4	180.1	234.1
- July-Sept. ....	203.2	226.2	206.8	253.5
- Oct.-Dec. (1) ..	180.9	195.7	183.2	217.1

## B. PERCENTAGE COMPOSITION

1941 - Average .....	84.0	16.0	100.0
1949 - Jan.-Mar. ....	83.2	16.8	100.0
- Apr.-June ....	83.0	17.0	100.0
- July-Sept. ....	85.0	15.0	100.0
- Oct.-Dec. ....	82.2	17.8	100.0
1950 - Jan.-Mar. ....	82.4	17.6	100.0
- Apr.-June ....	82.3	17.7	100.0
- July-Sept. ....	83.1	16.9	100.0
- Oct.-Dec. (1) ..	83.3	16.7	100.0

## C. SALES - RECEIVABLES RATIO

C. SALES - RECEIVABLES RATIO			DAYS CREDIT OUTSTANDING
Date	Total sales to total receivables	Charge sales to charge receivables	Charge
<u>Three month sales to receivables at:</u>			
1941 - Dec. 31 .....	15.45	2.47	36
1949 - Mar. 31 .....	11.57	1.95	46
- June 30 .....	12.18	2.07	43
- Sept. 30 .....	14.08	2.11	43
- Dec. 31 .....	11.78	2.09	43
1950 - Mar. 31 .....	10.38	1.82	49
- June 30 .....	11.86	2.10	43
- Sept. 30 .....	12.55	2.12	42
- Dec. 31 (1) ....	12.75	2.13	42

(1) Preliminary.









GOVERNMENT OF CANADA

Government  
Publications**RETAIL CONSUMER CREDIT**

FIRST QUARTER, 1951

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Dominion Bureau of Statistics, Ottawa



# RETAIL CONSUMER CREDIT

## FIRST QUARTER 1951

Vol. VII

No. 1

Retail consumer credit statistics have been converted from an index to a dollar estimate basis. A summary report was recently issued, giving complete information for 1941 and 1948 to 1950. The present report contains information for the first quarter of 1951 comparable with that shown in the summary bulletin.

The total sales estimated for each trade correspond with the official retail sales estimates in the regular bulletins entitled "Retail Trade". Two classifications - 'furriers' and 'feed stores' - have been dropped from the series and 'garages' and 'filling stations' have been combined to conform with the regular sales estimates. Chain stores are excluded from the "grocery and combination store" classification.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with right of repossession. Charge sales include, in addition to the regular open charge accounts, such specialized types as revolving credit and budgetted charge accounts.

No reports from Newfoundland firms are included in this survey.

### Summary of First Quarter Results for 1951

#### Dollar Estimates

Instalment sales recorded a much higher percentage increase than did cash or charge sales in the first three months of this year over last. However, instalment is the smallest of the three sales classes reviewed and the volume increases for the last two classes were somewhat greater. Instalment sales rose from \$129,700,000 in the January-to-March period of 1950 to \$172,800,000 in the same months of 1951, a gain of 33%. Charge sales, at \$446,600,000 in the first quarter of 1951 were 20.5% ahead of last year's first quarter total of \$370,600,000. Cash sales, by far the largest part of total sales, rose from \$1,305,900,000 to \$1,535,300,000, or 18%.

Receivables against instalment accounts had grown from \$129,600,000 at March 31, 1950 to \$141,600,000 on the same date this year. The increase of 9% was much smaller than the sales increase, mainly because of the shorter repayment period permitted under credit control regulations which took effect during the interval between the two dates. Charge account receivables, at \$346,800,000, were 19% above the figure for March 31, 1950 which was \$291,400,000. The gain in receivables was close to the sales gain for that segment.

Motor vehicle dealers showed the largest gains, in all three segments of sales, over the corresponding quarter of 1950 - 42.5% in cash sales, 52.8% in instalment sales, and 37.1% in charge sales. Appliances and radio stores, which ranked second in point of increased sales, showed a smaller gain in instalment sales (12.6%) than in cash sales (28.4%) or charge sales (28.1%) comparing first quarter totals from 1951 with those of 1950. Other substantial increases in credit sales were reported by furniture stores, hardware stores, family clothing stores, and garages and filling stations. Department stores showed a minor decrease in instalment sales but a fairly large gain in charge sales.

#### Percentage Composition

Preliminary estimates for the first three months of 1951 show that cash sales accounted for 71.3% of total sales, instalment sales were 8.0% and charge sales, 20.7%. These ratios reflect a lowering in the 'cash' component and a corresponding increase in the proportion of credit sales compared with preceding quarters. This characteristic was common to all except appliance and radio stores, among the 'instalment' trades.

All except motor vehicle dealers had an increase in the proportion of charge sales, and in most cases there was also an increase in the proportion of instalment sales. Department stores were the most important exception.

Grocery and combination stores, country general stores and coal and wood dealers transacted a greater share of their business on a cash basis during the first quarter of 1951 than during the same period of 1950.

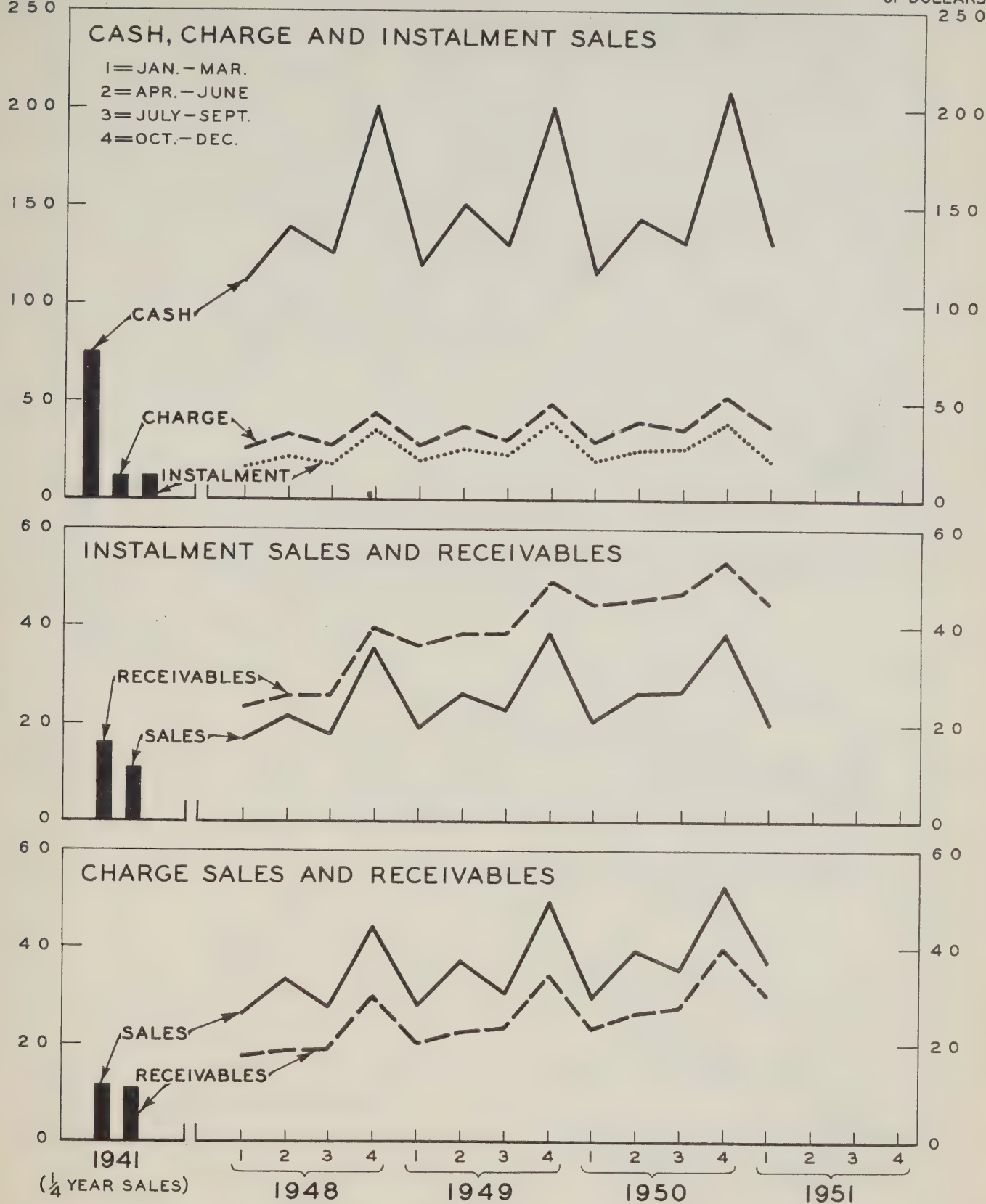
# RETAIL CONSUMER CREDIT

## SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

### DEPARTMENT STORES

MILLIONS  
OF DOLLARS  
250

MILLIONS  
OF DOLLARS  
250





# RETAIL CONSUMER CREDIT

## SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

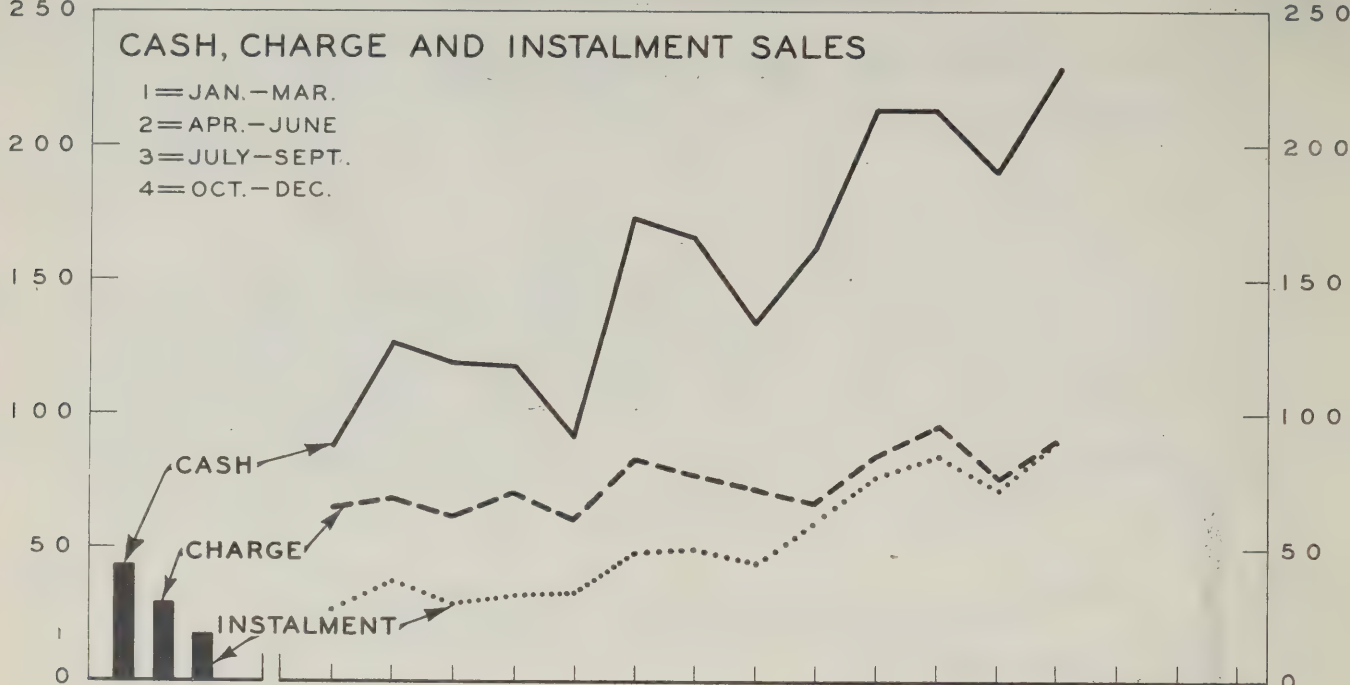
### MOTOR VEHICLE DEALERS

MILLIONS  
OF DOLLARS  
2 5 0

MILLIONS  
OF DOLLARS  
2 5 0

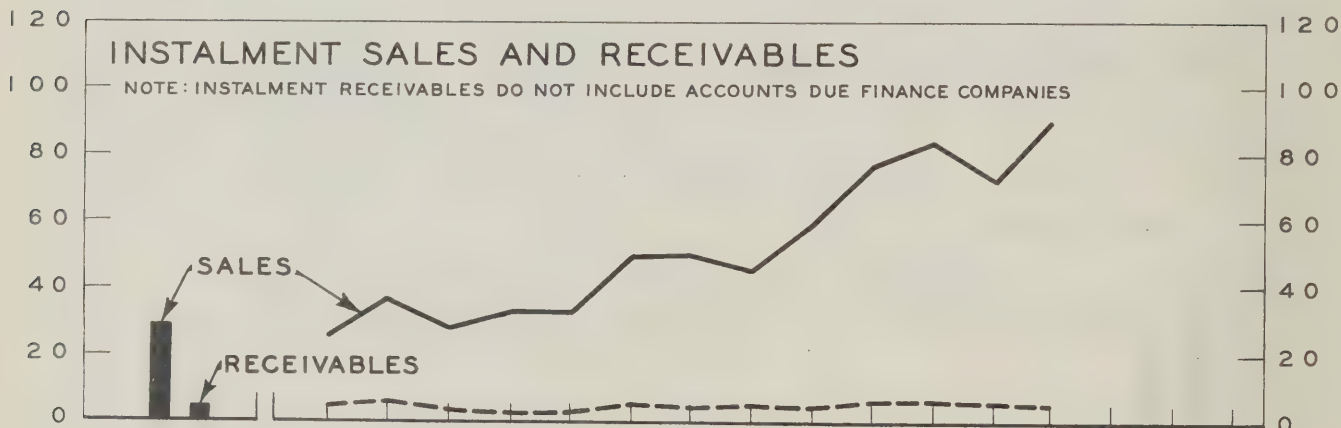
#### CASH, CHARGE AND INSTALMENT SALES

1=JAN.-MAR.  
2=APR.-JUNE  
3=JULY-SEPT.  
4=OCT.-DEC.

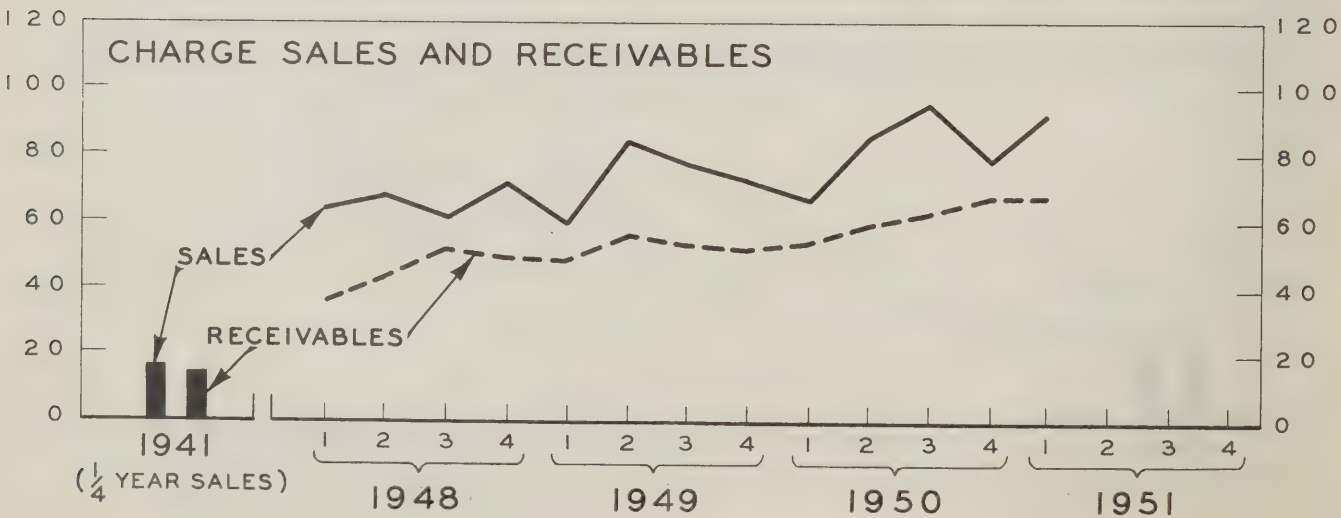


#### INSTALMENT SALES AND RECEIVABLES

NOTE: INSTALMENT RECEIVABLES DO NOT INCLUDE ACCOUNTS DUE FINANCE COMPANIES



#### CHARGE SALES AND RECEIVABLES

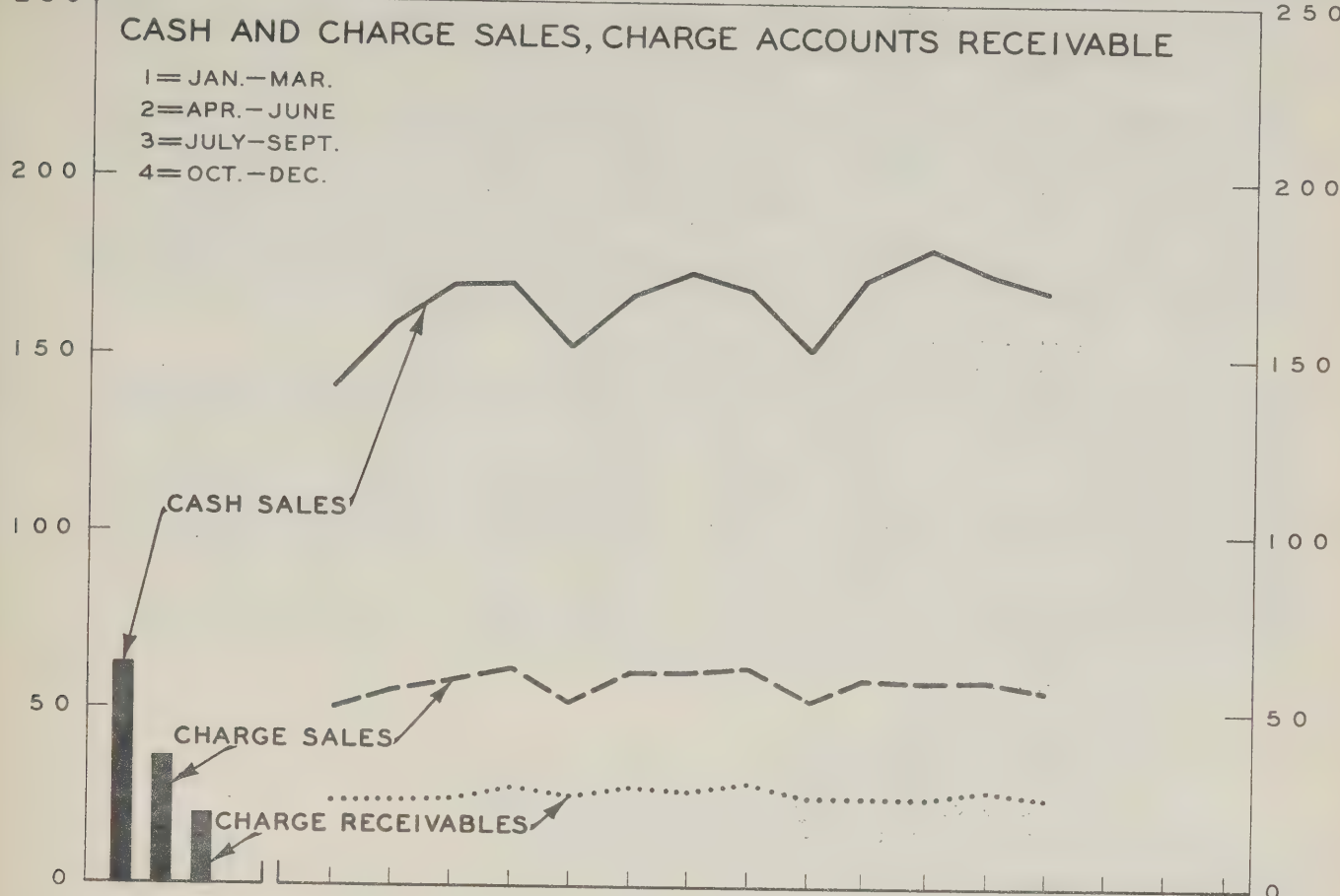


# RETAIL CONSUMER CREDIT SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

MILLIONS  
OF DOLLARS  
250

## GROCERY AND COMBINATION STORES (INDEPENDENT)

MILLIONS  
OF DOLLARS  
250



## COUNTRY GENERAL STORES

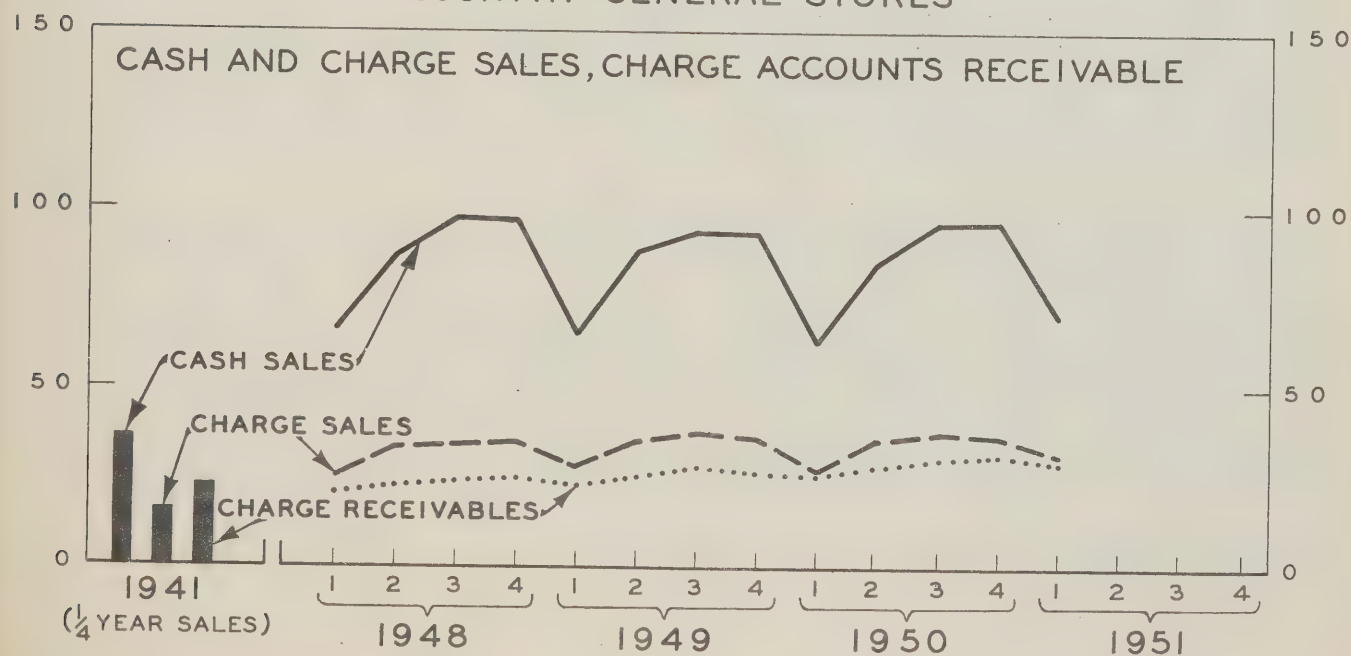


Table 1. - Total, All Trades  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941-1/4 yr. average	615.9	76.2	168.1	860.2	82.6	157.6	240.2
1950-Jan.-Mar. ....	1,305.9	129.7	370.6	1,806.2	129.6	291.4	421.0
Apr.-June ....	1,688.1	171.3	455.7	2,315.1	137.4	313.2	450.6
July-Sept. ....	1,766.2	182.5	479.9	2,428.6	144.5	331.2	475.7
Oct.-Dec. ....	1,856.6	190.9	490.2	2,537.7	169.5	377.1	546.6
1951-Jan.-Mar. (1) .	1,535.3	172.8	446.6	2,154.7	141.6	346.8	488.4
Percentage Composition							
1941-1/4 yr. average	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1950-Jan.-Mar. ....	72.3	7.2	20.5	100.0	30.8	69.2	100.0
Apr.-June ....	72.9	7.4	19.7	100.0	30.5	69.5	100.0
July-Sept. ....	72.7	7.5	19.8	100.0	31.0	69.0	100.0
Oct.-Dec. ....	73.2	7.5	19.3	100.0	31.0	69.0	100.0
1951-Jan.-Mar. (1) .	71.3	8.0	20.7	100.0	29.0	71.0	100.0

Table 2. - Department Stores  
Sales and Accounts Receivable  
(in millions of dollars)

1941-1/4 yr. average	71.6	11.2	11.7	94.5	17.9	11.1	29.0
1950-Jan.-Mar. ....	116.8	20.6	39.9	167.3	44.6	23.3	67.9
Apr.-June ....	144.3	26.5	39.6	210.4	45.7	26.4	72.1
July-Sept. ....	132.2	26.8	35.5	194.5	46.9	27.7	74.6
Oct.-Dec. ....	209.0	38.8	53.1	300.9	53.7	39.9	93.6
1951-Jan.-Mar. (1) .	132.0	20.3	37.0	189.3	44.7	30.2	74.9
Percentage Composition							
1941-1/4 yr. average	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1950-Jan.-Mar. ....	69.8	12.3	17.9	100.0	65.7	34.3	100.0
Apr.-June ....	68.6	12.6	18.8	100.0	63.4	36.6	100.0
July-Sept. ....	68.0	13.8	18.2	100.0	62.9	37.1	100.0
Oct.-Dec. ....	69.5	12.9	17.6	100.0	57.4	42.6	100.0
1951-Jan.-Mar. (1) .	69.7	10.7	19.6	100.0	59.7	40.3	100.0

(1) Preliminary.

Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941-1/4 yr. average	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1950-Jan.-Mar. ....	160.5	58.9	66.8	286.2	4.1	54.0	58.1
Apr.-June ....	213.2	76.1	85.6	374.9	6.1	59.1	65.2
July-Sept. ....	213.3	83.9	95.0	392.2	5.9	62.4	68.3
Oct.-Dec. ....	190.2	71.2	77.6	339.0	5.2	67.2	72.4
1951-Jan.-Mar. (1) .	228.7	90.0	91.6	410.3	4.8	67.2	72.0
Percentage Composition							
1941-1/4 yr. average	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1950-Jan.-Mar. ....	56.1	20.6	23.3	100.0	7.1	92.9	100.0
Apr.-June ....	56.9	20.3	22.8	100.0	9.4	90.6	100.0
July-Sept. ....	54.4	21.4	24.2	100.0	8.6	91.4	100.0
Oct.-Dec. ....	56.1	21.0	22.9	100.0	7.2	92.8	100.0
1951-Jan.-Mar. (1) .	55.7	21.9	22.4	100.0	6.7	93.3	100.0

Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable  
(in millions of dollars)

1941-1/4 yr. average	16.5	.9	2.6	20.0	1.1	3.2	4.3
1950-Jan.-Mar. ....	23.7	1.1	4.5	29.3	1.4	6.1	7.5
Apr.-June ....	34.9	1.4	6.4	42.7	1.4	7.3	8.7
July-Sept. ....	30.5	1.3	5.6	37.4	1.4	7.3	8.7
Oct.-Dec. ....	45.5	2.5	7.9	56.0	2.9	8.1	11.0
1951-Jan.-Mar. (1) .	26.6	1.6	5.9	34.1	2.5	7.6	10.1
Percentage Composition							
1941-1/4 yr. average	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1950-Jan.-Mar. ....	80.9	3.8	15.3	100.0	18.7	81.3	100.0
Apr.-June ....	81.7	3.3	15.0	100.0	16.1	83.9	100.0
July-Sept. ....	81.6	3.5	14.9	100.0	16.1	83.9	100.0
Oct.-Dec. ....	81.4	4.5	14.1	100.0	26.4	73.6	100.0
1951-Jan.-Mar. (1) .	78.0	4.7	17.3	100.0	24.8	75.2	100.0

(1) Preliminary.



Table 5. - Family Clothing Stores  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941-1/4 yr. average	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1950-Jan.-Mar. ....	19.6	2.0	3.9	25.5	3.6	5.3	8.9
Apr.-June ....	29.8	3.3	6.2	39.3	3.8	6.0	9.8
July-Sept. ....	28.0	2.2	4.9	35.1	3.5	5.9	9.4
Oct.-Dec. ....	39.8	4.5	7.9	52.2	4.4	7.5	11.9
1951-Jan.-Mar. (1) .	21.9	2.7	4.8	29.4	4.1	5.7	9.8
Percentage Composition							
1941-1/4 yr. average	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1950-Jan.-Mar. ....	76.9	7.8	15.3	100.0	40.4	59.6	100.0
Apr.-June ....	75.8	8.4	15.8	100.0	38.8	61.2	100.0
July-Sept. ....	79.8	6.3	13.9	100.0	37.2	62.8	100.0
Oct.-Dec. ....	76.2	8.6	15.2	100.0	37.0	63.0	100.0
1951-Jan.-Mar. (1) .	74.5	9.2	16.3	100.0	41.8	58.2	100.0

Table 6. - Women's Clothing Store  
Sales and Accounts Receivable  
(in millions of dollars)

1941-1/4 yr. average	15.1	.8	1.9	17.8	1.0	1.9	2.9
1950-Jan.-Mar. ....	26.5	.6	4.7	31.8	.8	5.1	5.9
Apr.-June ....	39.3	.6	6.2	46.1	.5	5.1	5.6
July-Sept. ....	33.3	.6	5.5	39.4	.7	5.6	6.3
Oct.-Dec. ....	43.9	.8	7.2	51.9	.7	6.5	7.2
1951-Jan.-Mar. (1) .	29.2	.6	5.6	35.4	.7	6.6	7.3
Percentage Composition							
1941-1/4 yr. average	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1950-Jan.-Mar. ....	83.3	1.9	14.8	100.0	13.6	86.4	100.0
Apr.-June ....	85.2	1.3	13.5	100.0	8.9	91.1	100.0
July-Sept. ....	84.5	1.5	14.0	100.0	11.1	88.9	100.0
Oct.-Dec. ....	84.6	1.5	13.9	100.0	9.7	90.3	100.0
1951-Jan.-Mar. (1) .	82.5	1.7	15.8	100.0	9.6	90.4	100.0

(1) Preliminary.

Table 7. - Hardware Stores  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941-1/4 yr. average	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1950-Jan.-Mar. ....	19.2	1.2	10.4	30.8	1.1	13.2	14.3
Apr.-June .....	31.7	2.2	18.2	52.1	2.0	17.5	19.5
July-Sept. ....	33.0	2.2	19.4	54.6	1.9	18.3	20.2
Oct.-Dec. ....	35.0	2.4	17.0	54.4	1.8	17.8	19.6
1951-Jan.-Mar. (1) .	22.0	1.5	12.7	36.2	1.5	14.5	16.0
Percentage Composition							
1941-1/4 yr. average	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1950-Jan.-Mar. ....	62.3	3.9	33.8	100.0	7.7	92.3	100.0
Apr.-June .....	60.8	4.2	35.0	100.0	10.3	89.7	100.0
July-Sept. ....	60.4	4.0	35.6	100.0	9.4	90.6	100.0
Oct.-Dec. ....	64.3	4.4	31.3	100.0	9.2	90.8	100.0
1951-Jan.-Mar. (1) .	60.8	4.1	35.1	100.0	9.4	90.6	100.0

Table 8. - Furniture Stores  
Sales and Accounts Receivable  
(in millions of dollars)

1941-1/4 yr. average	5.0	9.1	1.9	16.0	18.7	2.6	21.3
1950-Jan.-Mar. ....	13.2	12.3	4.3	29.8	25.2	3.8	29.0
Apr.-June .....	17.0	16.2	6.2	39.4	26.3	4.3	30.6
July-Sept. ....	17.1	17.4	6.2	40.7	28.1	4.8	32.9
Oct.-Dec. ....	18.3	18.5	6.7	43.5	34.3	5.9	40.2
1951-Jan.-Mar. (1) .	14.3	14.3	5.3	33.9	28.3	5.3	33.6
Percentage Composition							
1941-1/4 yr. average	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1950-Jan.-Mar. ....	44.3	41.3	14.4	100.0	86.9	13.1	100.0
Apr.-June .....	43.1	41.1	15.8	100.0	85.9	14.1	100.0
July-Sept. ....	42.0	42.8	15.2	100.0	85.4	14.6	100.0
Oct.-Dec. ....	42.1	42.5	15.4	100.0	85.3	14.7	100.0
1951-Jan.-Mar. (1) .	42.2	42.2	15.6	100.0	84.2	15.8	100.0

(1) Preliminary.

Table 9. - Household Appliance and Radio Stores  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941-1/4 yr. average	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1950-Jan.-Mar. ....	11.6	11.9	6.4	29.9	20.1	5.1	25.2
Apr.-June ....	13.7	15.6	7.1	36.4	22.3	5.5	27.8
July-Sept. ....	14.0	14.8	7.1	35.9	24.5	6.2	30.7
Oct.-Dec. ....	16.9	15.2	7.7	39.8	28.4	7.8	36.2
1951-Jan.-Mar. (1) .	14.9	13.4	8.2	36.5	24.4	8.0	32.4
Percentage Composition							
1941-1/4 yr. average	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1950-Jan.-Mar. ....	38.8	39.8	21.4	100.0	79.8	20.2	100.0
Apr.-June ....	37.6	42.9	19.5	100.0	80.2	19.8	100.0
July-Sept. ....	39.0	41.2	19.8	100.0	79.8	20.2	100.0
Oct.-Dec. ....	42.5	38.2	19.3	100.0	78.5	21.5	100.0
1951-Jan.-Mar. (1) .	40.8	36.7	22.5	100.0	75.3	24.7	100.0

Table 10. - Jewellery Stores  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941-1/4 yr. average	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1950-Jan.-Mar. ....	7.5	2.1	2.3	11.9	5.0	1.8	6.8
Apr.-June ....	9.5	2.7	2.8	15.0	4.5	1.9	6.4
July-Sept. ....	11.0	3.8	2.9	17.7	5.4	2.1	7.5
Oct.-Dec. ....	14.0	6.7	6.5	27.2	6.7	3.7	10.4
1951-Jan.-Mar. (1) .	7.8	2.2	2.8	12.8	4.5	2.3	6.8
Percentage Composition							
1941-1/4 yr. average	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1950-Jan.-Mar. ....	63.0	17.6	19.4	100.0	73.5	26.5	100.0
Apr.-June ....	63.3	18.0	18.7	100.0	70.3	29.7	100.0
July-Sept. ....	62.1	21.5	16.4	100.0	72.0	28.0	100.0
Oct.-Dec. ....	51.5	24.6	23.9	100.0	64.4	35.6	100.0
1951-Jan.-Mar. (1) .	60.9	17.2	21.9	100.0	66.2	33.8	100.0

(1) Preliminary.



Sales and Accounts Receivable  
(in millions of dollars)

Table 11. - Grocery and Combination Stores (Independent)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%		
1941-1/4 yr. average	62.7	63.5	36.1	36.5	98.8	20.2
1950-Jan.-Mar. ....	151.6	73.8	53.7	26.2	205.3	25.4
Apr.-June ....	172.1	74.5	59.0	25.5	231.1	25.8
July-Sept. ....	180.5	75.6	58.3	24.4	238.8	25.4
Oct.-Dec. ....	173.9	74.5	59.5	25.5	233.4	28.2
1951-Jan.-Mar. (1) .	169.4	75.2	55.8	24.8	225.2	25.9

Table 12. - Country General Stores

1941-1/4 yr. average	36.9	69.2	16.4	30.8	53.3	23.1
1950-Jan.-Mar. ....	62.5	69.2	27.8	30.8	90.3	26.7
Apr.-June ....	84.3	70.2	35.8	29.8	120.1	28.5
July-Sept. ....	96.1	71.8	37.7	28.2	133.8	30.2
Oct.-Dec. ....	96.3	72.5	36.6	27.5	132.9	31.5
1951-Jan.-Mar. (1) .	70.9	69.3	31.4	30.7	102.3	29.1

Table 13. - Coal and Wood Dealers

1941-1/4 yr. average	12.3	49.9	12.4	50.1	24.7	12.4
1950-Jan.-Mar. ....	29.4	50.1	29.3	49.9	58.7	21.5
Apr.-June ....	15.6	43.8	20.0	56.2	35.6	16.2
July-Sept. ....	23.9	47.4	26.5	52.6	50.4	19.5
Oct.-Dec. ....	28.7	49.3	29.5	50.7	58.2	23.2
1951-Jan.-Mar. (1) .	30.6	50.4	30.1	49.6	60.7	22.6

Table 14. - Garages and Filling Stations

1941-1/4 yr. average	41.2	80.4	10.1	19.6	51.3	8.2
1950-Jan.-Mar. ....	78.7	77.0	23.5	23.0	102.2	21.1
Apr.-June ....	107.9	76.7	32.8	23.3	140.7	24.7
July-Sept. ....	128.9	77.3	37.8	22.7	166.7	25.5
Oct.-Dec. ....	106.3	77.1	31.5	22.9	137.8	25.4
1951-Jan.-Mar. (1) .	89.5	74.6	30.5	25.4	120.0	25.7

(1) Preliminary.



Table 15. - All Other Trades  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
1941-1/4 yr. average	276.0	14.1	46.1	336.2	15.6	44.3	59.9
1950-Jan.-Mar. ....	585.1	19.0	103.1	707.2	23.7	79.0	102.7
Apr.-June .....	774.8	26.7	129.8	931.3	24.8	84.9	109.7
July-Sept. ....	824.4	29.5	137.5	991.4	26.2	90.3	116.5
Oct.-Dec. ....	838.7	30.3	141.5	1,010.5	31.4	104.4	135.8
1951-Jan.-Mar. (1) .	677.5	26.2	124.9	828.6	26.2	96.0	122.2

Percentage Composition

1941-1/4 yr. average	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1950-Jan.-Mar. ....	82.7	2.7	14.6	100.0	23.1	76.9	100.0
Apr.-June .....	83.2	2.9	13.9	100.0	22.6	77.4	100.0
July-Sept. ....	83.2	3.0	13.8	100.0	22.5	77.5	100.0
Oct.-Dec. ....	83.0	3.0	14.0	100.0	23.1	76.9	100.0
1951-Jan.-Mar. (1) .	81.8	3.2	15.0	100.0	21.4	78.6	100.0

(1) Preliminary.





63-006

GOVERNMENT OF CANADA

*Summary of the data*

Government  
Publications



# RETAIL CONSUMER CREDIT

SECOND QUARTER, 1951

7



UNIVERSITY OF TORONTO  
DEPT. OF POLITICAL



DOMINION BUREAU OF STATISTICS

Department of Trade and Commerce

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Dominion Bureau of Statistics, Ottawa

# RETAIL CONSUMER CREDIT

## SECOND QUARTER 1951

Vol. VII

No. 2

An increase of 12.5% in retail trade, in the second quarter of 1951 over 1950, carried all three segments of sales (cash, instalment and charge) beyond their respective 1950 levels. Increases in "cash" and "other charge" sales were somewhat greater, however, than those for "instalment sales", as the following analysis shows:

Type of Sale	Sales - Second Quarter		
	1950	1951	% Change 1951/1950
	(millions of dollars)		
Cash .....	1,688.1	1,907.1	+ 13.0
Instalment ....	171.3	184.9	+ 7.9
Charge .....	455.7	513.2	+ 12.6
Total .....	2,315.1	2,605.2	+ 12.5

In most of the credit dealing trades, instalment sales were actually lower as the effect of government control regulations on credit became discernible in the statistical results. Almost all of the gain in instalment sales was accounted for by the motor vehicle dealers' reported increase of 33%.

There was a considerable decrease in the instalment sales and accounts receivable of department stores during the second quarter of this year compared with last. Jewellery stores showed similar decreases while furniture and appliance stores reported smaller instalment sales but accounts receivable gained slightly over those of the second quarter of 1950.

Customers' accounts outstanding amounted to \$484,200,000 at the end of June, only 7.5% higher than the total of \$450,600,000 at June 30, 1950, and down 2% compared with accounts receivable of \$491,900,000 at the end of the first quarter of 1951. The downward movement from the first quarter total was contrary to the normal seasonal movement.

An alteration of the trend of receivables against instalment accounts was responsible for the over all change. Instalment receivables were \$127,000,000 at June 30, 1951, down 8% from a year earlier and 12% lower than three months previously. Receivables against charge accounts were well up compared with a year ago and also increased during the second quarter.

A summary of results by trades for the second quarter of this year and last is given below.

SECOND QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1950 and 1951-

Trade	Cash Sales			Instalment Sales		
	1950	1951	% Change	1950	1951	% Change
Total, All Trades .....	1,688.1	1,907.1	+ 13.0	171.3	184.9	+ 7.9
Department .....	144.3	158.3	+ 9.7	26.5	17.5	- 34.0
Motor Vehicle .....	213.2	284.3	+ 33.3	76.1	101.3	+ 33.1
Men's Clothing .....	34.9	36.6	+ 4.9	1.4	1.9	+ 35.7
Family Clothing .....	29.8	31.4	+ 5.4	3.3	3.2	- 3.0
Women's Clothing .....	39.3	42.2	+ 7.4	0.6	0.6	0.
Hardware .....	31.7	37.8	+ 19.2	2.2	1.5	- 31.8
Furniture .....	17.0	17.3	+ 1.8	16.2	15.0	- 7.4
Appliance & Radio .....	13.7	16.4	+ 19.7	15.6	12.8	- 17.9
Jewellery .....	9.5	9.7	+ 2.1	2.7	2.2	- 18.5
Grocery & Combination (independent) .....	172.1	185.4	+ 7.7	-	-	-
Country General .....	84.3	98.0	+ 16.3	-	-	-
Coal & Wood .....	15.6	14.8	- 5.1	-	-	-
Garages & Filling Stations .....	107.9	118.3	+ 9.6	-	-	-

Percentage Composition Preliminary estimates showed cash sales accounting for a larger share of total sales than a year ago and a corresponding contraction in the proportion of instalment sales. The sales components for April-June 1951, with last year's ratios in brackets, were as follows: cash, 73.2% (72.9%); instalment, 7.1% (7.4%); and charge sales, 19.7% (19.7%). An increase in cash sales and a reduction in instalment sales characterized results for most of the instalment-granting trades during the second quarter.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1950	1951	% Change	1950	1951	% Change	
455.7	513.2	+ 12.6	450.6	484.2	+ 7.5	Total, All Trades
39.6	45.5	+ 14.9	72.1	66.6	- 7.6	Department
85.6	98.5	+ 15.1	65.2	76.2	+ 16.9	Motor Vehicle
6.4	6.9	+ 7.8	8.7	9.8	+ 12.6	Men's Clothing
6.2	6.3	+ 1.6	9.8	10.1	+ 3.1	Family Clothing
6.2	6.8	+ 9.7	5.6	6.9	+ 23.2	Women's Clothing
18.2	19.8	+ 8.8	19.5	18.9	- 3.1	Hardware
6.2	6.7	+ 8.1	30.6	36.6	+ 19.6	Furniture
7.1	9.0	+ 26.8	27.8	30.3	+ 9.0	Appliance & Radio
2.8	3.3	+ 17.9	6.4	5.0	- 21.9	Jewellery
						Grocery & Combination
59.0	67.8	+ 14.9	25.8	28.0	+ 8.5	(independent)
35.8	40.0	+ 11.7	28.5	30.9	+ 8.4	Country General
20.0	19.8	- 1.0	16.2	16.1	- 0.6	Coal & Wood
32.8	36.0	+ 9.8	24.7	26.4	+ 6.9	Garages & Filling Stations



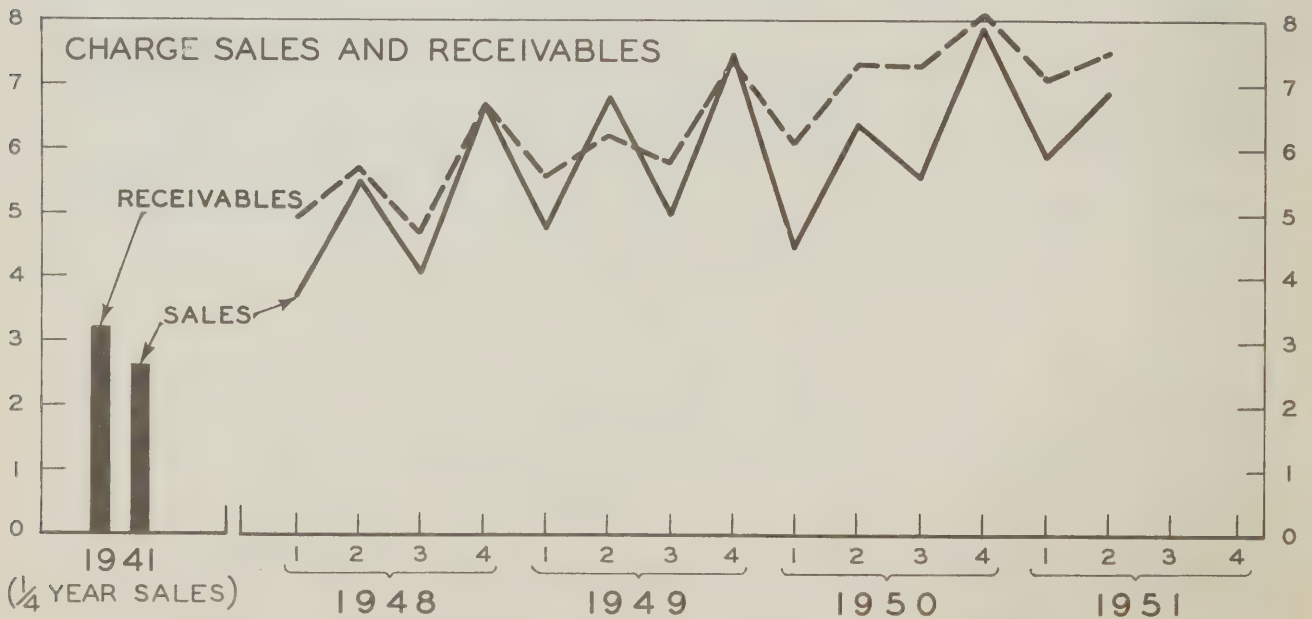
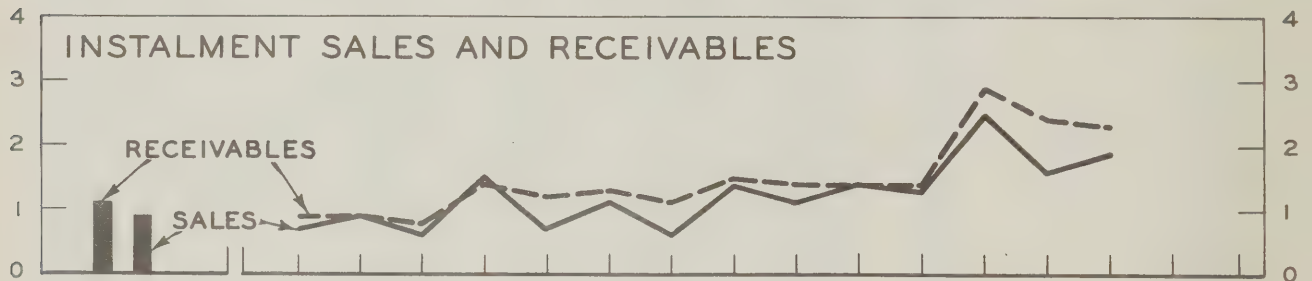
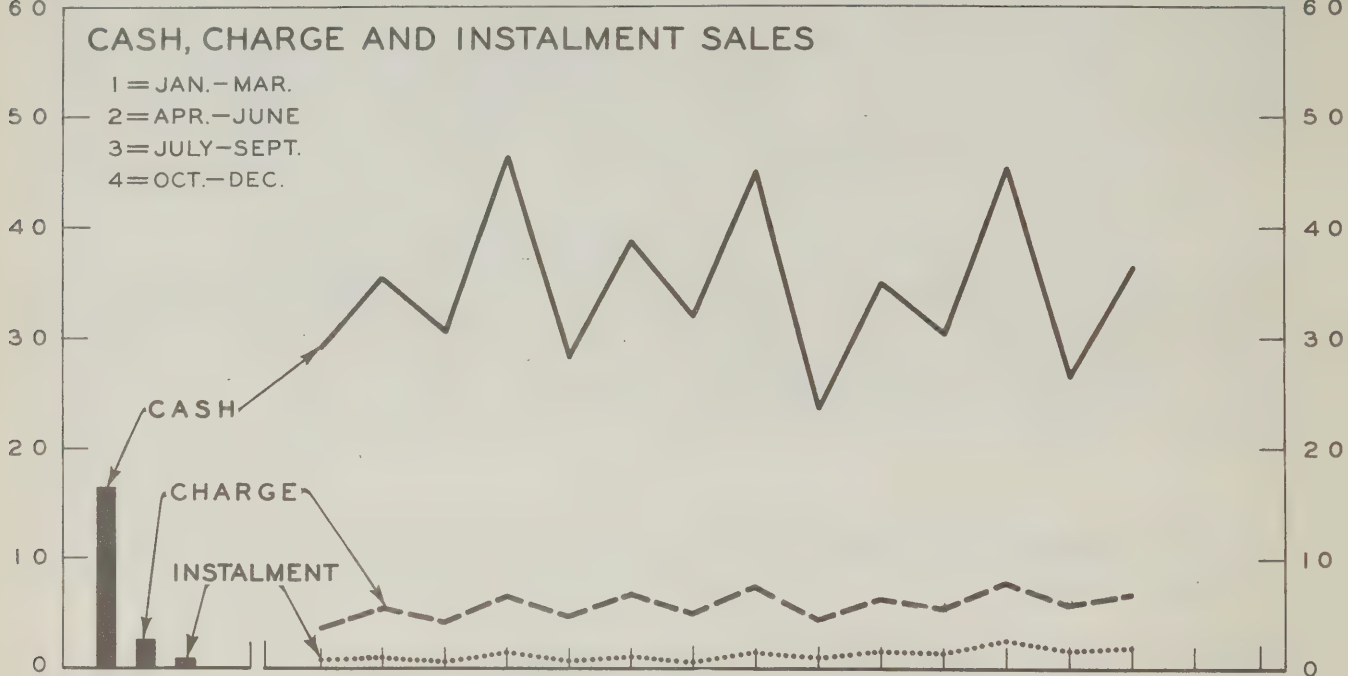
# RETAIL CONSUMER CREDIT

## SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

### MEN'S CLOTHING STORES

MILLIONS  
OF DOLLARS  
6 0

MILLIONS  
OF DOLLARS  
6 0



# RETAIL CONSUMER CREDIT

## SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

MILLIONS  
OF DOLLARS

FAMILY CLOTHING STORES

MILLIONS  
OF DOLLARS

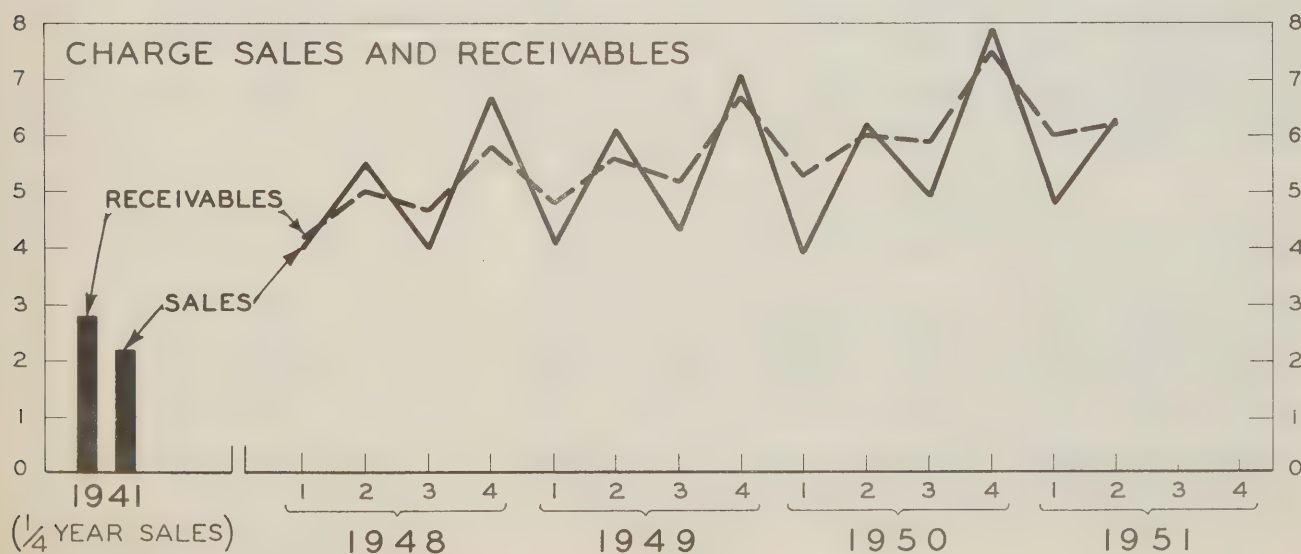
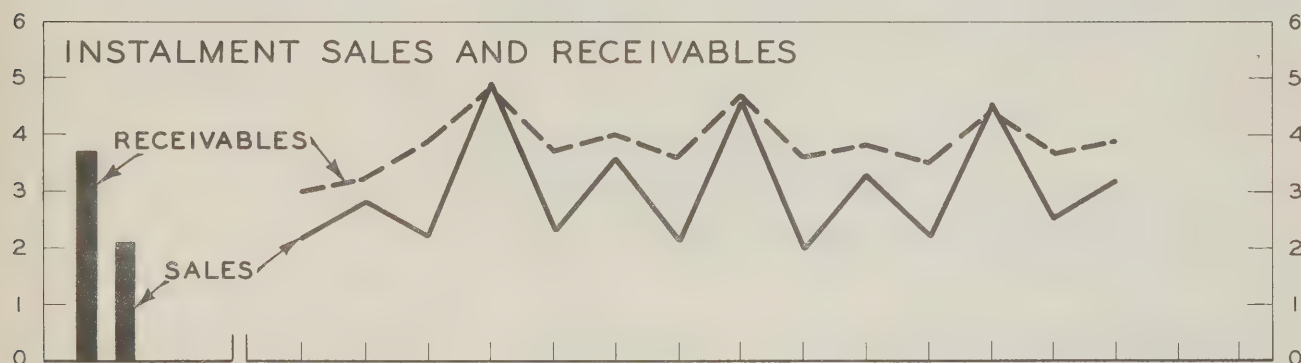
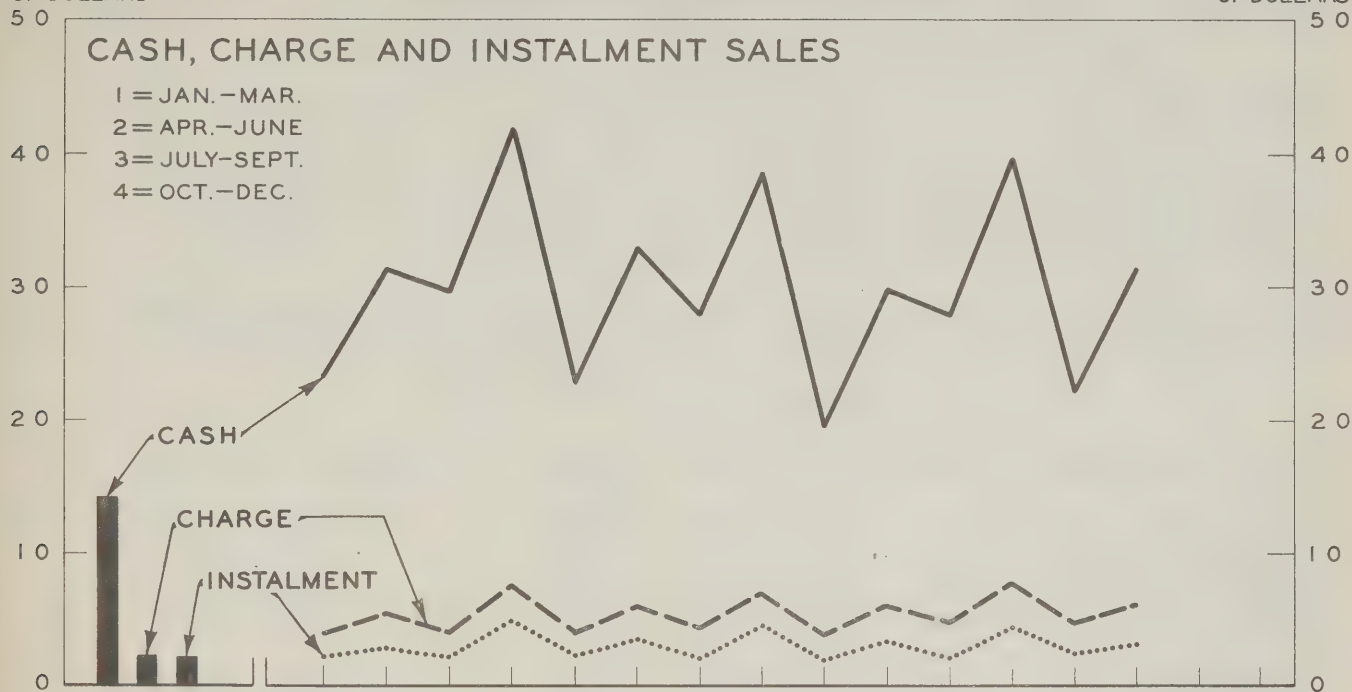




Table 1. - Total, All Trades  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	615.9	76.2	168.1	860.2	82.6	157.6	240.2
1950-Jan.-Mar. ....	1,305.9	129.7	370.6	1,806.2	129.6	291.4	421.0
Apr.-June ....	1,688.1	171.3	455.7	2,315.1	137.4	313.2	450.6
July-Sept. ....	1,766.2	182.5	479.9	2,428.6	144.5	331.2	475.7
Oct.-Dec. ....	1,856.6	190.9	490.2	2,537.7	169.5	377.1	546.6
1951-Jan.-Mar. ....	1,528.5	172.4	460.4	2,161.3	143.2	348.7	491.9
Apr.-June (1) ...	1,907.1	184.9	513.2	2,605.2	127.0	357.2	484.2
Percentage Composition							
1941-1/4 yr. average .	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1950-Jan.-Mar. ....	72.3	7.2	20.5	100.0	30.8	69.2	100.0
Apr.-June ....	72.9	7.4	19.7	100.0	30.5	69.5	100.0
July-Sept. ....	72.7	7.5	19.8	100.0	31.0	69.0	100.0
Oct.-Dec. ....	73.2	7.5	19.3	100.0	31.0	69.0	100.0
1951-Jan.-Mar. ....	70.7	8.0	21.3	100.0	29.1	70.9	100.0
Apr.-June (1) ...	73.2	7.1	19.7	100.0	26.2	73.8	100.0

Table 2. - Department Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941-1/4 yr. average .	71.6	11.2	11.7	94.5	17.9	11.1	29.0
1950-Jan.-Mar. ....	116.8	20.6	29.9	167.3	44.6	23.3	67.9
Apr.-June ....	144.3	26.5	39.6	210.4	45.7	26.4	72.1
July-Sept. ....	132.2	26.8	35.5	194.5	46.9	27.7	74.6
Oct.-Dec. ....	209.0	38.8	53.1	300.9	53.7	39.9	93.6
1951-Jan.-Mar. ....	132.0	20.3	37.0	189.3	44.6	30.1	74.7
Apr.-June (1) ...	158.3	17.5	45.5	221.3	34.0	32.6	66.6
Percentage Composition							
1941-1/4 yr. average .	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1950-Jan.-Mar. ....	69.8	12.3	17.9	100.0	65.7	34.3	100.0
Apr.-June ....	68.6	12.6	18.8	100.0	63.4	36.6	100.0
July-Sept. ....	68.0	13.8	18.2	100.0	62.9	37.1	100.0
Oct.-Dec. ....	69.5	12.9	17.6	100.0	57.4	42.6	100.0
1951-Jan.-Mar. ....	69.7	10.7	19.6	100.0	59.7	40.3	100.0
Apr.-June (1) ...	71.5	7.9	20.6	100.0	51.1	48.9	100.0

(1) Preliminary.



Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1950-Jan.-Mar. ....	160.5	58.9	66.8	286.2	4.1	54.0	58.1
Apr.-June ....	213.2	76.1	85.6	374.9	6.1	59.1	65.2
July-Sept. ....	213.3	83.9	95.0	392.2	5.9	62.4	68.3
Oct.-Dec. ....	190.2	71.2	77.6	339.0	5.2	67.2	72.4
1951-Jan.-Mar. ....	221.3	89.0	100.5	410.8	6.4	70.1	76.5
Apr.-June (1) ...	284.3	101.3	98.5	484.1	5.5	70.7	76.2
Percentage Composition							
1941-1/4 yr. average .	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1950-Jan.-Mar. ....	56.1	20.6	23.3	100.0	7.1	92.9	100.0
Apr.-June ....	56.9	20.3	22.8	100.0	9.4	90.6	100.0
July-Sept. ....	54.4	21.4	24.2	100.0	8.6	91.4	100.0
Oct.-Dec. ....	56.1	21.0	22.9	100.0	7.2	92.8	100.0
1951-Jan.-Mar. ....	53.9	21.7	24.4	100.0	8.4	91.6	100.0
Apr.-June (1) ...	58.7	20.9	20.4	100.0	7.2	92.8	100.0

Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941-1/4 yr. average .	16.5	0.9	2.6	20.0	1.1	3.2	4.3
1950-Jan.-Mar. ....	23.7	1.1	4.5	29.3	1.4	6.1	7.5
Apr.-June ....	34.9	1.4	6.4	42.7	1.4	7.3	8.7
July-Sept. ....	30.5	1.3	5.6	37.4	1.4	7.3	8.7
Oct.-Dec. ....	45.6	2.5	7.9	56.0	2.9	8.1	11.0
1951-Jan.-Mar. ....	26.7	1.6	5.9	34.2	2.4	7.1	9.5
Apr.-June (1) ...	36.6	1.9	6.9	45.4	2.3	7.5	9.8
Percentage Composition							
1941-1/4 yr. average .	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1950-Jan.-Mar. ....	80.9	3.8	15.3	100.0	18.7	81.3	100.0
Apr.-June ....	81.7	3.3	15.0	100.0	16.1	83.9	100.0
June-Sept. ....	81.6	3.5	14.9	100.0	16.1	83.9	100.0
Oct.-Dec. ....	81.4	4.5	14.1	100.0	26.4	73.6	100.0
1951-Jan.-Mar. ....	78.1	4.7	17.2	100.0	25.3	74.7	100.0
Apr.-June (1) ...	80.6	4.2	15.2	100.0	23.5	76.5	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1950-Jan.-Mar. ....	19.6	2.0	3.9	25.5	3.6	5.3	8.9
Apr.-June ....	29.8	3.3	6.2	39.3	3.8	6.0	9.8
July-Sept. ....	28.0	2.2	4.9	35.1	3.5	5.9	9.4
Oct.-Dec. ....	39.8	4.5	7.9	52.2	4.4	7.5	11.9
1951-Jan.-Mar. ....	22.2	2.5	4.8	29.5	3.7	6.0	9.7
Apr.-June (1) ...	31.4	3.2	6.3	40.9	3.9	6.2	10.1
Percentage Composition							
1941-1/4 yr. average .	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1950-Jan.-Mar. ....	76.9	7.8	15.3	100.0	40.4	59.6	100.0
Apr.-June ....	75.8	8.4	15.8	100.0	38.8	61.2	100.0
July-Sept. ....	79.8	6.3	13.9	100.0	37.2	62.8	100.0
Oct.-Dec. ....	76.2	8.6	15.2	100.0	37.0	63.0	100.0
1951-Jan.-Mar. ....	75.2	8.5	16.3	100.0	38.1	61.9	100.0
Apr.-June (1) ...	76.8	7.8	15.4	100.0	38.6	61.4	100.0

Table 6. - Women's Clothing Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941-1/4 yr. average .	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1950-Jan.-Mar. ....	26.5	0.6	4.7	31.8	0.8	5.1	5.9
Apr.-June ....	39.3	0.6	6.2	46.1	0.5	5.1	5.6
July-Sept. ....	33.3	0.6	5.5	39.4	0.7	5.6	6.3
Oct.-Dec. ....	43.9	0.8	7.2	51.9	0.7	6.5	7.2
1951-Jan.-Mar. ....	28.7	0.6	5.9	35.2	0.7	6.5	7.2
Apr.-June (1) ...	42.2	0.6	6.8	49.6	0.6	6.3	6.9
Percentage Composition							
1941-1/4 yr. average .	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1950-Jan.-Mar. ....	83.3	1.9	14.8	100.0	13.6	86.4	100.0
Apr.-June ....	85.2	1.3	13.5	100.0	8.9	91.1	100.0
July-Sept. ....	84.5	1.5	14.0	100.0	11.1	88.9	100.0
Oct.-Dec. ....	84.6	1.5	13.9	100.0	9.7	90.3	100.0
1951-Jan.-Mar. ....	81.5	1.7	16.8	100.0	9.7	90.3	100.0
Apr.-June (1) ...	85.1	1.2	13.7	100.0	8.7	91.3	100.0

(1) Preliminary.

**Table 7. - Hardware Stores**  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1950-Jan.-Mar. ....	19.2	1.2	10.4	30.8	1.1	13.2	14.3
Apr.-June ....	31.7	2.2	18.2	52.1	2.0	17.5	19.5
July-Sept. ....	33.0	2.2	19.4	54.6	1.9	18.3	20.2
Oct.-Dec. ....	35.0	2.4	17.0	54.4	1.8	17.8	19.6
1951-Jan.-Mar. ....	22.0	1.8	12.7	36.5	1.5	15.5	17.0
Apr.-June (1) ...	37.8	1.5	19.8	59.1	1.6	17.3	18.9
Percentage Composition							
1941-1/4 yr. average .	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1950-Jan.-Mar. ....	62.3	3.9	33.8	100.0	7.7	92.3	100.0
Apr.-June ....	60.8	4.2	35.0	100.0	10.3	89.7	100.0
July-Sept. ....	60.4	4.0	35.6	100.0	9.4	90.6	100.0
Oct.-Dec. ....	64.3	4.4	31.3	100.0	9.2	90.8	100.0
1951-Jan.-Mar. ....	60.3	4.9	34.8	100.0	8.8	91.2	100.0
Apr.-June (1) ...	64.0	2.5	33.5	100.0	8.5	91.5	100.0

**Table 8. - Furniture Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941-1/4 yr. average .	5.0	9.1	1.9	16.0	18.7	2.6	21.3
1950-Jan.-Mar. ....	13.2	12.3	4.3	29.8	25.2	3.8	29.0
Apr.-June ....	17.0	16.2	6.2	39.4	26.3	4.3	30.6
July-Sept. ....	17.1	17.4	6.2	40.7	28.1	4.8	32.9
Oct.-Dec. ....	18.3	18.5	6.7	43.5	34.3	5.9	40.2
1951-Jan.-Mar. ....	14.6	14.2	5.2	34.0	27.4	4.7	32.1
Apr.-June (1) ...	17.3	15.0	6.7	39.0	29.5	7.1	36.6
Percentage Composition							
1941-1/4 yr. average .	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1950-Jan.-Mar. ....	44.3	41.3	14.4	100.0	86.9	13.1	100.0
Apr.-June ....	43.1	41.1	15.8	100.0	85.9	14.1	100.0
July-Sept. ....	42.0	42.8	15.2	100.0	85.4	14.6	100.0
Oct.-Dec. ....	42.1	42.5	15.4	100.0	85.3	14.7	100.0
1951-Jan.-Mar. ....	42.9	41.8	15.3	100.0	85.4	14.6	100.0
Apr.-June (1) ...	44.3	38.5	17.2	100.0	80.6	19.4	100.0

(1) Preliminary.



Table 9. - Household Appliance and Radio Stores  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1950-Jan.-Mar. ....	11.6	11.9	6.4	29.9	20.1	5.1	25.2
Apr.-June ....	13.7	15.6	7.1	36.4	22.3	5.5	27.8
July-Sept. ....	14.0	14.8	7.1	35.9	24.5	6.2	30.7
Oct.-Dec. ....	16.9	15.2	7.7	39.8	28.4	7.8	36.2
1951-Jan.-Mar. ....	14.2	14.0	7.7	35.9	25.7	7.5	33.2
Apr.-June (1) ...	16.4	12.8	9.0	38.2	23.2	7.1	30.3
Percentage Composition							
1941-1/4 yr. average .	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1950-Jan.-Mar. ....	38.8	39.8	21.4	100.0	79.8	20.2	100.0
Apr.-June ....	37.6	42.9	19.5	100.0	80.2	19.8	100.0
July-Sept. ....	39.0	41.2	19.8	100.0	79.8	20.2	100.0
Oct.-Dec. ....	42.5	38.2	19.3	100.0	78.5	21.5	100.0
1951-Jan.-Mar. ....	39.6	39.0	21.4	100.0	77.4	22.6	100.0
Apr.-June (1) ...	42.9	33.5	23.6	100.0	76.6	23.4	100.0

Table 10. - Jewellery Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941-1/4 yr. average .	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1950-Jan.-Mar. ....	7.5	2.1	2.3	11.9	5.0	1.8	6.8
Apr.-June ....	9.5	2.7	2.8	15.0	4.5	1.9	6.4
July-Sept. ....	11.0	3.8	2.9	17.7	5.4	2.1	7.5
Oct.-Dec. ....	14.0	6.7	6.5	27.2	6.7	3.7	10.4
1951-Jan.-Mar. ....	7.7	2.1	2.9	12.7	4.3	2.3	6.6
Apr.-June (1) ...	9.7	2.2	3.3	15.2	2.9	2.1	5.0
Percentage Composition							
1941-1/4 yr. average .	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1950-Jan.-Mar. ....	63.0	17.6	19.4	100.0	73.5	26.5	100.0
Apr.-June ....	63.3	18.0	18.7	100.0	70.3	29.7	100.0
July-Sept. ....	62.1	21.5	16.4	100.0	72.0	28.0	100.0
Oct.-Dec. ....	51.5	24.6	23.9	100.0	64.4	35.6	100.0
1951-Jan.-Mar. ....	60.6	16.5	22.9	100.0	65.2	34.8	100.0
Apr.-June (1) ...	63.8	14.5	21.7	100.0	58.0	42.0	100.0

(1) Preliminary.



Sales and Accounts Receivable  
(in millions of dollars)

Table 11. - Grocery and Combination Stores (Independent)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%		
1941-1/4 yr. average .	62.7	63.5	36.1	36.5	98.8	20.2
1950-Jan.-Mar. ....	151.6	73.8	53.7	26.2	205.3	25.4
Apr.-June ....	172.1	74.5	59.0	25.5	231.1	25.8
July-Sept. ....	180.5	75.6	58.3	24.4	238.8	25.4
Oct.-Dec. ....	173.9	74.5	59.5	25.5	233.4	28.2
1951-Jan.-Mar. ....	170.1	75.3	55.9	24.7	226.0	25.7
Apr.-June (1) ...	185.4	73.2	67.8	26.8	253.2	28.0

Table 12. - Country General Stores

1941-1/4 yr. average .	36.9	69.2	16.4	30.8	53.3	23.1
1950-Jan.-Mar. ....	62.5	69.2	27.8	30.8	90.3	26.7
Apr.-June ....	84.3	70.2	35.8	29.8	120.1	28.5
July-Sept. ....	96.1	71.8	37.7	28.2	133.8	30.2
Oct.-Dec. ....	96.3	72.5	36.6	27.5	132.9	31.5
1951-Jan.-Mar. ....	70.8	69.3	31.4	30.7	102.2	29.6
Apr.-June (1) ...	98.0	71.0	40.0	29.0	138.0	30.9

Table 13. - Coal and Wood Dealers

1941-1/4 yr. average .	12.3	49.9	12.4	50.1	24.7	12.4
1950-Jan.-Mar. ....	29.4	50.1	29.3	49.9	58.7	21.5
Apr.-June ....	15.6	43.8	20.0	56.2	35.6	16.2
July-Sept. ....	23.9	47.4	26.5	52.6	50.4	19.5
Oct.-Dec. ....	28.7	49.3	29.5	50.7	58.2	23.2
1951-Jan.-Mar. ....	30.7	50.4	30.2	49.6	60.9	22.7
Apr.-June (1) ...	14.8	42.8	19.8	57.2	34.6	16.1

Table 14. - Garages and Filling Stations

1941-1/4 yr. average .	41.2	80.4	10.1	19.6	51.3	8.2
1950-Jan.-Mar. ....	78.7	77.0	23.5	23.0	102.2	21.1
Apr.-June ....	107.9	76.7	32.8	23.3	140.7	24.7
July-Sept. ....	128.9	77.3	37.8	22.7	166.7	25.5
Oct.-Dec. ....	106.3	77.1	31.5	22.9	137.8	25.4
1951-Jan.-Mar. ....	89.7	74.5	30.7	25.5	120.4	24.4
Apr.-June (1) ...	118.3	76.7	36.0	23.3	154.3	26.4

(1) Preliminary.

Table 15. - All Other Trades  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	276.0	14.1	46.1	336.2	15.6	44.3	59.9
1950-Jan.-Mar. ....	585.1	19.0	103.1	707.2	23.7	79.0	102.7
Apr.-June ....	774.8	26.7	129.8	931.3	24.8	84.9	109.7
July-Sept. ....	824.4	29.5	137.5	991.4	26.2	90.3	116.5
Oct.-Dec. ....	838.7	30.3	141.5	1,010.5	31.4	104.4	135.8
1951-Jan.-Mar. ....	677.8	26.3	129.6	833.7	26.5	96.5	123.0
Apr.-June (1) ...	856.6	28.9	146.8	1,032.3	23.5	98.9	122.4
Percentage Composition							
1941-1/4 yr. average .	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1950-Jan.-Mar. ....	82.7	2.7	14.6	100.0	23.1	76.9	100.0
Apr.-June ....	83.2	2.9	13.9	100.0	22.6	77.4	100.0
July-Sept. ....	83.2	3.0	13.8	100.0	22.5	77.5	100.0
Oct.-Dec. ....	83.0	3.0	14.0	100.0	23.1	76.9	100.0
1951-Jan.-Mar. ....	81.3	3.2	15.5	100.0	21.5	78.5	100.0
Apr.-June (1) ...	83.0	2.8	14.2	100.0	19.2	80.8	100.0

(1) Preliminary.





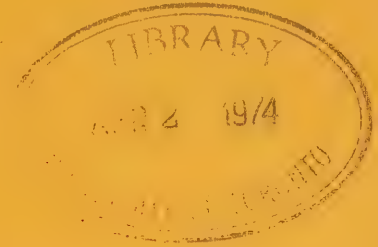




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RETAIL CONSUMER CREDIT

THIRD QUARTER, 1951



UNIVERSITY OF  
TORONTO

DOMINION BUREAU OF STATISTICS

Department of Trade and Commerce

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Dominion Bureau of Statistics, Ottawa

# RETAIL CONSUMER CREDIT

## THIRD QUARTER, 1951

Vol. VII

No. 3

Cash and Charge account sales increased more during the third quarter of 1951 compared with the same period of 1950 than did instalment sales. The following table shows the components which combined to make a 4.7% increase in total sales for the three month period.

Type of Sale	Sales - Third Quarter		
	1950	1951	% Change. 1951/1950
	(millions of dollars)		
Cash .....	1,766.2	1,855.9	+ 5.1
Instalment ....	182.5	184.3	+ 1.0
Charge .....	479.9	503.1	+ 4.8
TOTAL .....	2,428.6	2,543.3	+ 4.7

Instalment sales were lower in most of the trades which extended this type of credit. Almost all of the gain in instalment sales was accounted for by the motor vehicle dealers' reported increase of 26%. The increase shown for men's clothing, while considerable when expressed as a percentage, had little weight on the total dollar volume.

Decreases in instalment sales were most evident in department stores, household appliance and radio stores, and jewellery stores. Accounts receivable at September 30, 1951 for these three trades also showed the greatest percentage decrease from last year.



Customers' accounts receivable for all trades were estimated at \$460,600,000 at September 30, 1951 compared with \$475,700,000 at the same date last year and \$478,300,000 at June 30, 1951. Instalment receivables were responsible for this decline with unpaid accounts estimated at \$104,300,000, the lowest since 1948. This represented a decrease of 27.8% from last year and 14.4% from the second quarter of 1951.

Charge accounts receivable remained at a high level with an estimated dollar volume of \$356,300,000 at September 30, 1951. This amount was 7.6% above the 1950 figure and practically unchanged from the amount outstanding at June 30, 1950.

A summary of results by trades for the third quarter of this year and last is given below.

THIRD QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1950 and 1951-

Trade	Cash Sales			Instalment Sales		
	1950	1951	% Change	1950	1951	% Change
Total, All Trades .....	1,766.2	1,855.9	+ 5.1	182.5	184.3	+ 1.0
Department .....	132.2	134.6	+ 1.8	26.8	14.3	- 46.6
Motor Vehicle .....	213.3	210.3	- 1.4	83.9	105.8	+ 26.1
Men's Clothing .....	30.5	30.4	- 0.3	1.3	1.9	+ 46.2
Family Clothing .....	28.0	28.9	+ 3.2	2.2	2.4	+ 9.1
Women's Clothing .....	33.3	36.7	+ 10.2	0.6	0.5	- 16.7
Hardware .....	33.0	34.3	+ 3.9	2.2	1.3	- 40.9
Furniture .....	17.1	15.4	- 9.9	17.4	15.0	- 13.8
Appliance & Radio .....	14.0	11.2	- 20.0	14.8	8.5	- 42.6
Jewellery .....	11.0	10.7	- 2.7	3.8	2.9	- 23.7
Grocery & Combination (independent) .....	180.5	197.7	+ 9.5	-	-	-
Country General .....	96.1	105.8	+ 10.1	-	-	-
Coal and Wood .....	23.9	20.8	- 13.0	-	-	-
Garages & Filling Stations .....	128.9	133.7	+ 3.7	-	-	-

Percentage Composition Preliminary estimates for the third quarter of 1951 showed cash sales accounting for a slightly greater share of total sales than a year ago but unchanged, at 73.0% compared with the revised figure for the second quarter of this year. Instalment sales registered a decrease in proportion to total sales compared with 1950 and charge sales accounted for 19.8% of total sales during the third quarter of both 1950 and 1951.

The general trend of the instalment-granting trades was toward increased proportions of cash business during the third quarter of 1951 over 1950 and decreases in the instalment ratio. Motor vehicle dealers were the main exception to this trend.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1950	1951	% Change	1950	1951	% Change	
479.9	503.1	+ 4.8	475.7	460.6	- 3.2	Total, All Trades
35.5	39.5	+ 11.3	74.6	59.4	- 20.4	Department
95.0	87.4	- 8.0	68.3	66.5	- 2.6	Motor Vehicle
5.6	6.0	+ 7.1	8.7	9.8	+ 12.6	Men's Clothing
4.9	4.9	-	9.4	9.5	+ 1.1	Family Clothing
5.5	5.8	+ 5.5	6.3	6.5	+ 3.2	Women's Clothing
19.4	18.2	- 6.2	20.2	20.8	+ 3.0	Hardware
6.2	5.5	- 11.3	32.9	30.9	- 6.1	Furniture
7.1	7.5	+ 5.6	30.7	24.8	- 19.3	Appliance & Radio
2.9	2.5	- 13.8	7.5	4.7	- 37.3	Jewellery
58.3	67.7	+ 16.1	25.4	27.6	+ 8.7	Grocery & Combination
37.7	40.6	+ 7.7	30.2	31.2	+ 3.3	(independent)
26.5	24.3	- 8.3	19.5	19.1	- 2.1	Country General
37.8	37.4	- 1.1	25.5	31.2	+ 22.4	Coal and Wood
						Garages & Filling
						Stations

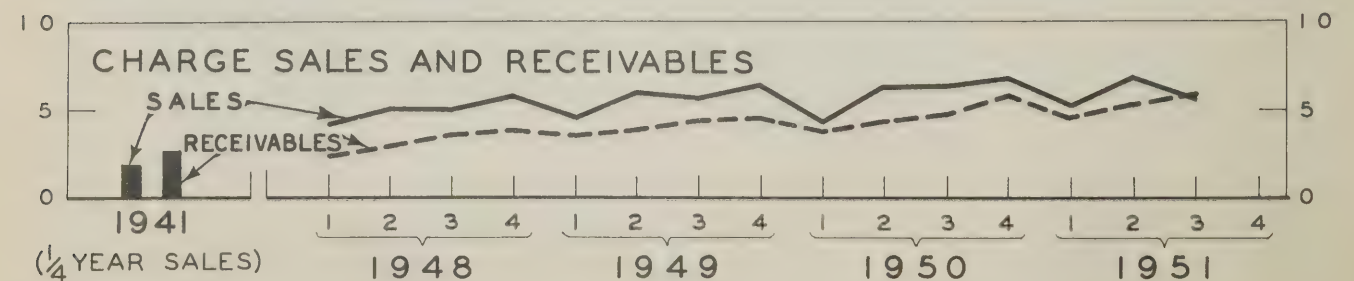
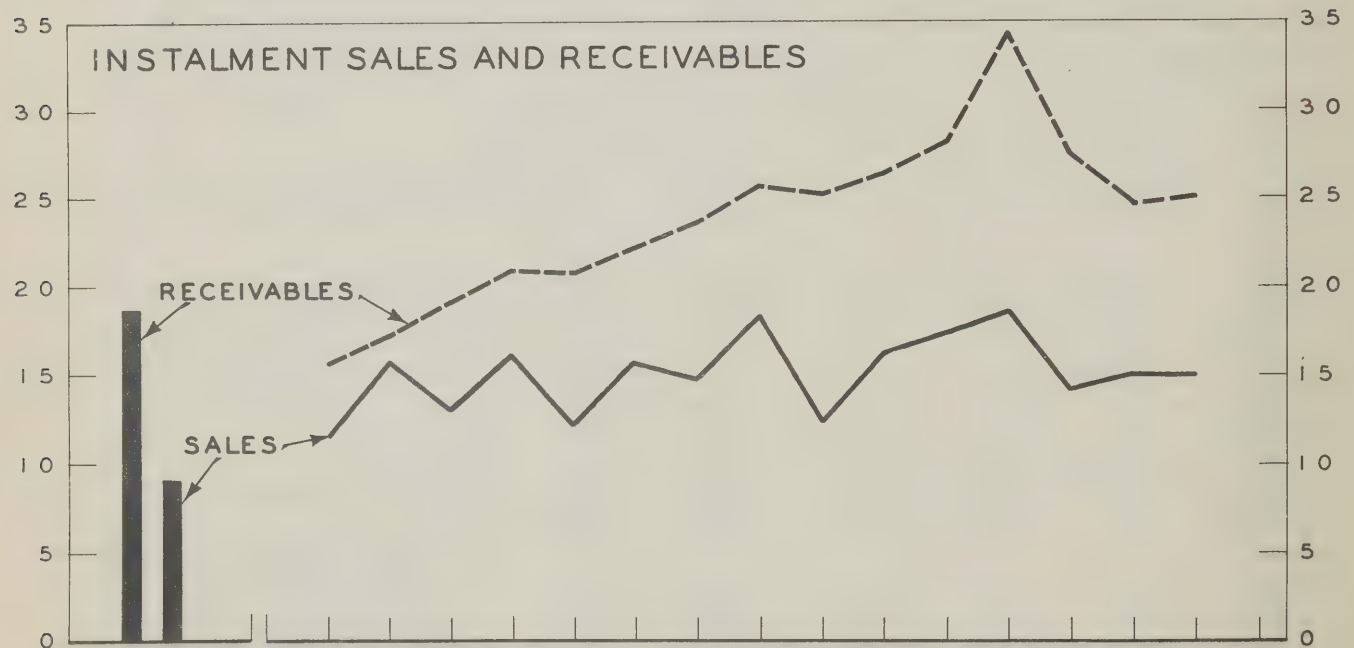
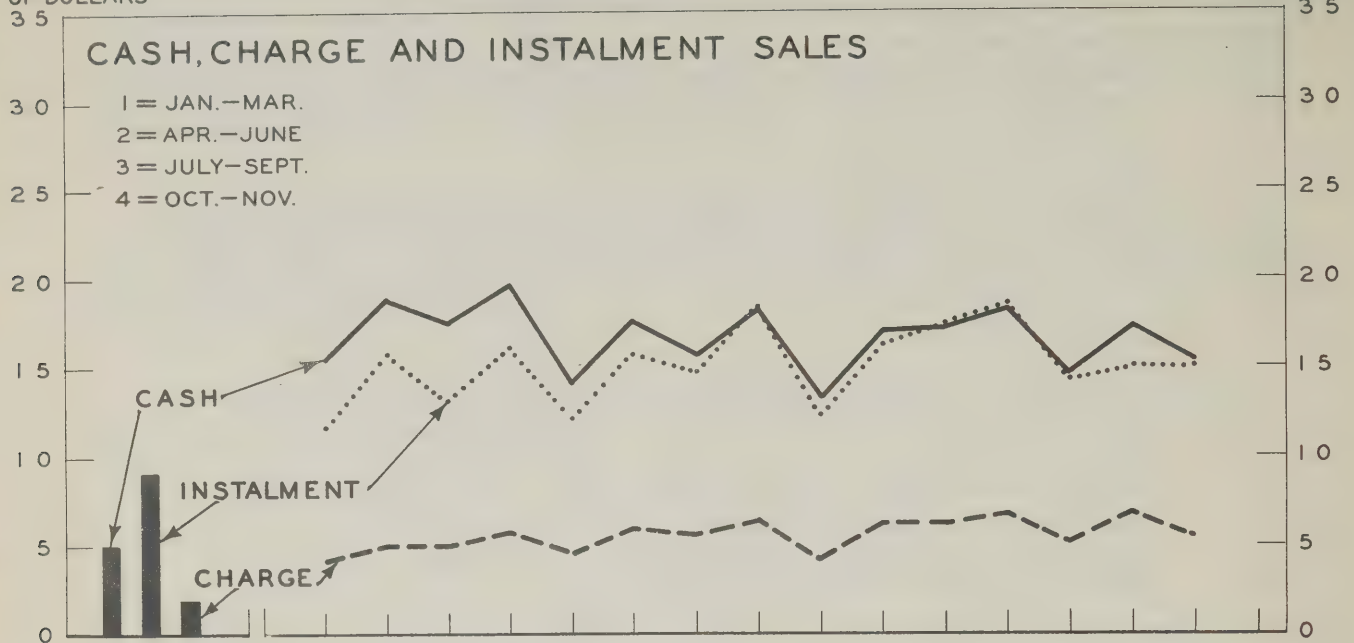
# RETAIL CONSUMER CREDIT

## SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

### FURNITURE STORES

MILLIONS  
OF DOLLARS

MILLIONS  
OF DOLLARS



(1/4 YEAR SALES)

1948

1949

1950

1951

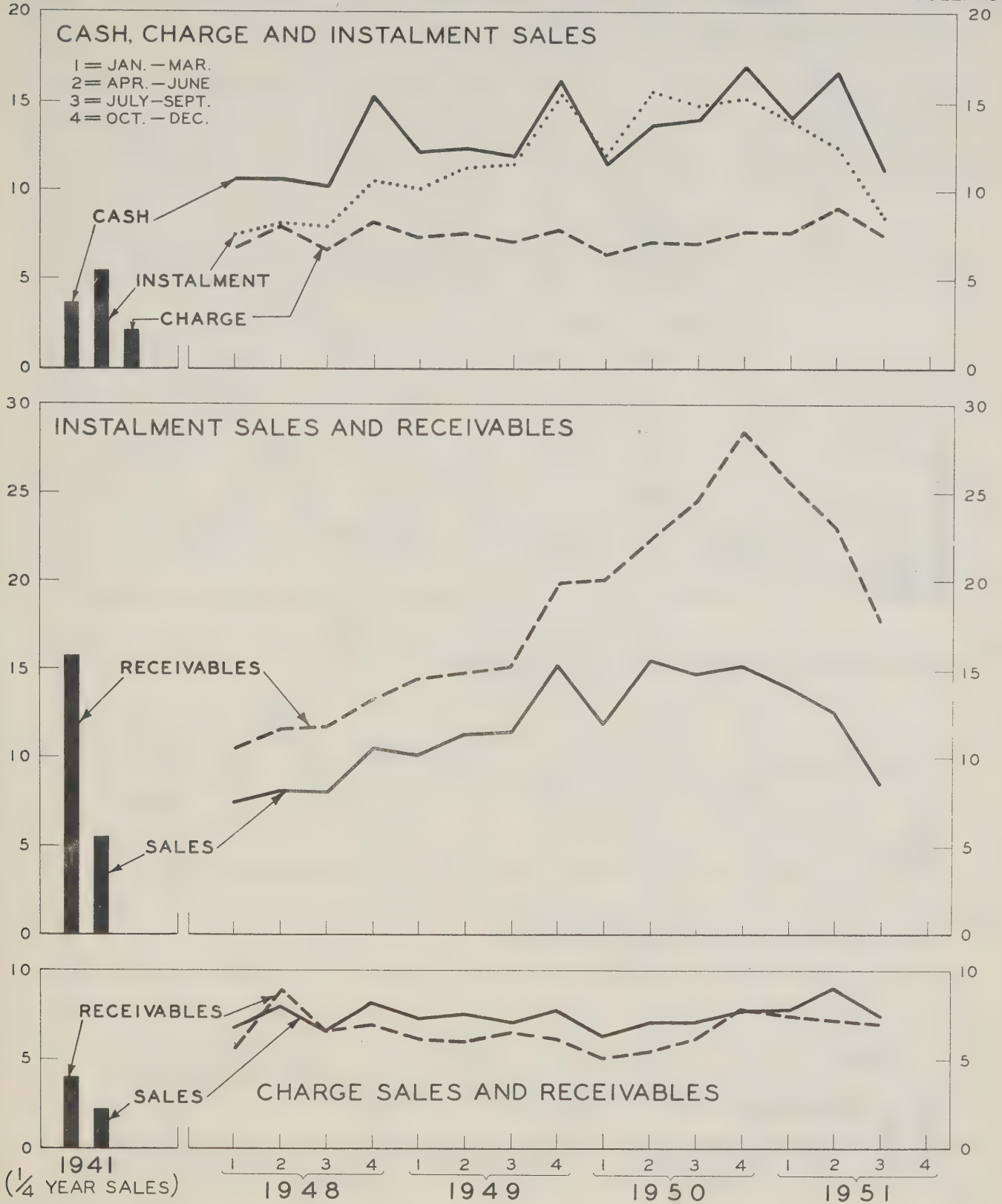
# RETAIL CONSUMER CREDIT

SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

HOUSEHOLD APPLIANCE AND RADIO STORES

MILLIONS  
OF DOLLARS

MILLIONS  
OF DOLLARS





# RETAIL CONSUMER CREDIT

## SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

### JEWELLERY STORES

MILLIONS  
OF DOLLARS

MILLIONS  
OF DOLLARS



Table 1. - Total, All Trades  
Sales and Accounts Receivable

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Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	615.9	76.2	168.1	860.2	82.6	157.6	240.2
1950-Jan.-Mar. ....	1,305.9	129.7	370.6	1,806.2	129.6	291.4	421.0
Apr.-June ....	1,688.1	171.3	455.7	2,315.1	137.4	313.2	450.6
July-Sept. ....	1,766.2	182.5	479.9	2,428.6	144.5	331.2	475.7
Oct.-Dec. ....	1,856.6	190.9	490.2	2,537.7	169.5	377.1	546.6
1951-Jan.-Mar. ....	1,528.5	172.4	460.4	2,161.3	143.2	348.7	491.9
Apr.-June ....	1,898.3	185.0	516.5	2,599.8	121.8	356.5	478.3
July-Sept. (1) ..	1,855.9	184.3	503.1	2,543.3	104.3	356.3	460.6
Percentage Composition							
1941-1/4 yr. average .	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1950-Jan.-Mar. ....	72.3	7.2	20.5	100.0	30.8	69.2	100.0
Apr.-June ....	72.9	7.4	19.7	100.0	30.5	69.5	100.0
July-Sept. ....	72.7	7.5	19.8	100.0	31.0	69.0	100.0
Oct.-Dec. ....	73.2	7.5	19.3	100.0	31.0	69.0	100.0
1951-Jan.-Mar. ....	70.7	8.0	21.3	100.0	29.1	70.9	100.0
Apr.-June ....	73.0	7.1	19.9	100.0	25.5	74.5	100.0
July-Sept. (1) ..	73.0	7.2	19.8	100.0	22.6	77.4	100.0

Table 2. - Department Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941-1/4 yr. average .	71.6	11.2	11.7	94.5	17.9	11.1	29.0
1950-Jan.-Mar. ....	116.8	20.6	29.9	167.3	44.6	23.3	67.9
Apr.-June ....	144.3	26.5	39.6	210.4	45.7	26.4	72.1
July-Sept. ....	132.2	26.8	35.5	194.5	46.9	27.7	74.6
Oct.-Dec. ....	209.0	38.8	53.1	300.9	53.7	39.9	93.6
1951-Jan.-Mar. ....	132.0	20.3	37.0	189.3	44.6	30.1	74.7
Apr.-June ....	158.7	17.6	45.0	221.3	34.1	32.2	66.3
July-Sept. (1) ..	134.6	14.3	39.5	188.4	26.1	33.3	59.4
Percentage Composition							
1941-1/4 yr. average .	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1950-Jan.-Mar. ....	69.8	12.3	17.9	100.0	65.7	34.3	100.0
Apr.-June ....	68.6	12.6	18.8	100.0	63.4	36.6	100.0
July-Sept. ....	68.0	13.8	18.2	100.0	62.9	37.1	100.0
Oct.-Dec. ....	69.5	12.9	17.6	100.0	57.4	42.6	100.0
1951-Jan.-Mar. ....	69.7	10.7	19.6	100.0	59.7	40.3	100.0
Apr.-June ....	71.7	8.0	20.3	100.0	51.4	48.6	100.0
July-Sept. (1) ..	71.4	7.6	21.0	100.0	43.9	56.1	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable**

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1950-Jan.-Mar. ....	160.5	58.9	66.8	286.2	4.1	54.0	58.1
Apr.-June ....	213.2	76.1	85.6	374.9	6.1	59.1	65.2
July-Sept. ....	213.3	83.9	95.0	392.2	5.9	62.4	68.3
Oct.-Dec. ....	190.2	71.2	77.6	339.0	5.2	67.2	72.4
1951-Jan.-Mar. ....	221.3	89.0	100.5	410.8	6.4	70.1	76.5
Apr.-June ....	274.3	101.4	104.1	479.8	5.8	73.9	79.7
July-Sept. (1) ..	210.3	105.8	87.4	403.5	4.2	62.3	66.5
Percentage Composition							
1941-1/4 yr. average .	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1950-Jan.-Mar. ....	56.1	20.6	23.3	100.0	7.1	92.9	100.0
Apr.-June ....	56.9	20.3	22.8	100.0	9.4	90.6	100.0
July-Sept. ....	54.4	21.4	24.2	100.0	8.6	91.4	100.0
Oct.-Dec. ....	56.1	21.0	22.9	100.0	7.2	92.8	100.0
1951-Jan.-Mar. ....	53.9	21.7	24.4	100.0	8.4	91.6	100.0
Apr.-June ....	57.2	21.1	21.7	100.0	7.3	92.7	100.0
July-Sept. (1) ..	52.1	26.2	21.7	100.0	6.3	93.7	100.0

**Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941-1/4 yr. average .	16.5	0.9	2.6	20.0	1.1	3.2	4.3
1950-Jan.-Mar. ....	23.7	1.1	4.5	29.3	1.4	6.1	7.5
Apr.-June ....	34.9	1.4	6.4	42.7	1.4	7.3	8.7
July-Sept. ....	30.5	1.3	5.6	37.4	1.4	7.3	8.7
Oct.-Dec. ....	45.6	2.5	7.9	56.0	2.9	8.1	11.0
1951-Jan.-Mar. ....	26.7	1.6	5.9	34.2	2.4	7.1	9.5
Apr.-June ....	36.7	1.8	6.7	45.2	2.3	7.4	9.7
July-Sept. (1) ..	30.4	1.9	6.0	38.3	2.5	7.3	9.8
Percentage Composition							
1941-1/4 yr. average .	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1950-Jan.-Mar. ....	80.9	3.8	15.3	100.0	18.7	81.3	100.0
Apr.-June ....	81.7	3.3	15.0	100.0	16.1	83.9	100.0
July-Sept. ....	81.6	3.5	14.9	100.0	16.1	83.9	100.0
Oct.-Dec. ....	81.4	4.5	14.1	100.0	26.4	73.6	100.0
1951-Jan.-Mar. ....	78.1	4.7	17.2	100.0	25.3	74.7	100.0
Apr.-June ....	81.2	4.0	14.8	100.0	23.7	76.3	100.0
July-Sept. (1) ..	79.4	4.9	15.7	100.0	25.5	74.5	100.0

(1) Preliminary.



Table 5. - Family Clothing Stores  
Sales and Accounts Receivable

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Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1950-Jan.-Mar. ....	19.6	2.0	3.9	25.5	3.6	5.3	8.9
Apr.-June ....	29.8	3.3	6.2	39.3	3.8	6.0	9.8
July-Sept. ....	28.0	2.2	4.9	35.1	3.5	5.9	9.4
Oct.-Dec. ....	39.8	4.5	7.9	52.2	4.4	7.5	11.9
1951-Jan.-Mar. ....	22.2	2.5	4.8	29.5	3.7	6.0	9.7
Apr.-June ....	31.4	3.2	6.3	40.9	3.8	6.1	9.9
July-Sept. (1) ..	28.9	2.4	4.9	36.2	3.9	5.6	9.5
Percentage Composition							
1941-1/4 yr. average .	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1950-Jan.-Mar. ....	76.9	7.8	15.3	100.0	40.4	59.6	100.0
Apr.-June ....	75.8	8.4	15.8	100.0	38.8	61.2	100.0
July-Sept. ....	79.8	6.3	13.9	100.0	37.2	62.8	100.0
Oct.-Dec. ....	76.2	8.6	15.2	100.0	37.0	63.0	100.0
1951-Jan.-Mar. ....	75.2	8.5	16.3	100.0	38.1	61.9	100.0
Apr.-June ....	76.8	7.8	15.4	100.0	38.4	61.6	100.0
July-Sept. (1) ..	79.9	6.6	13.5	100.0	41.1	58.9	100.0

Table 6. - Women's Clothing Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941-1/4 yr. average .	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1950-Jan.-Mar. ....	26.5	0.6	4.7	31.8	0.8	5.1	5.9
Apr.-June ....	39.3	0.6	6.2	46.1	0.5	5.1	5.6
July-Sept. ....	33.3	0.6	5.5	39.4	0.7	5.6	6.3
Oct.-Dec. ....	43.9	0.8	7.2	51.9	0.7	6.5	7.2
1951-Jan.-Mar. ....	28.7	0.6	5.9	35.2	0.7	6.5	7.2
Apr.-June ....	42.0	0.6	6.7	49.3	0.7	5.6	6.3
July-Sept. (1) ..	36.7	0.5	5.8	43.0	0.6	5.9	6.5
Percentage Composition							
1941-1/4 yr. average .	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1950-Jan.-Mar. ....	83.3	1.9	14.8	100.0	13.6	86.4	100.0
Apr.-June ....	85.2	1.3	13.5	100.0	8.9	91.1	100.0
July-Sept. ....	84.5	1.5	14.0	100.0	11.1	88.9	100.0
Oct.-Dec. ....	84.6	1.5	13.9	100.0	9.7	90.3	100.0
1951-Jan.-Mar. ....	81.5	1.7	16.8	100.0	9.7	90.3	100.0
Apr.-June ....	85.2	1.2	13.6	100.0	11.1	88.9	100.0
July-Sept. (1) ..	85.3	1.2	13.5	100.0	9.2	90.8	100.0

(1) Preliminary.



Table 7. - Hardware Stores  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1950-Jan.-Mar. ....	19.2	1.2	10.4	30.8	1.1	13.2	14.3
Apr.-June ....	31.7	2.2	18.2	52.1	2.0	17.5	19.5
July-Sept. ....	33.0	2.2	19.4	54.6	1.9	18.3	20.2
Oct.-Dec. ....	35.0	2.4	17.0	54.4	1.8	17.8	19.6
1951-Jan.-Mar. ....	22.0	1.8	12.7	36.5	1.5	15.5	17.0
Apr.-June ....	37.3	1.6	19.8	58.7	2.0	18.1	20.1
July-Sept. (1) ..	34.3	1.3	18.2	53.8	1.9	18.9	20.8
Percentage Composition							
1941-1/4 yr. average .	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1950-Jan.-Mar. ....	62.3	3.9	33.8	100.0	7.7	92.3	100.0
Apr.-June ....	60.8	4.2	35.0	100.0	10.3	89.7	100.0
July-Sept. ....	60.4	4.0	35.6	100.0	9.4	90.6	100.0
Oct.-Dec. ....	64.3	4.4	31.3	100.0	9.2	90.8	100.0
1951-Jan.-Mar. ....	60.3	4.9	34.8	100.0	8.8	91.2	100.0
Apr.-June ....	63.6	2.7	33.7	100.0	10.0	90.0	100.0
July-Sept. (1) ..	63.8	2.4	33.8	100.0	9.1	90.9	100.0

Table 8. - Furniture Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941-1/4 yr. average .	5.0	9.1	1.9	16.0	18.7	2.6	21.3
1950-Jan.-Mar. ....	13.2	12.3	4.3	29.8	25.2	3.8	29.0
Apr.-June ....	17.0	16.2	6.2	39.4	26.3	4.3	30.6
July-Sept. ....	17.1	17.4	6.2	40.7	28.1	4.8	32.9
Oct.-Dec. ....	18.3	18.5	6.7	43.5	34.3	5.9	40.2
1951-Jan.-Mar. ....	14.6	14.2	5.2	34.0	27.4	4.7	32.1
Apr.-June ....	17.3	15.0	6.7	39.0	24.6	5.3	29.9
July-Sept. (1) ..	15.4	15.0	5.5	35.9	25.1	5.8	30.9
Percentage Composition							
1941-1/4 yr. average .	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1950-Jan.-Mar. ....	44.3	41.3	14.4	100.0	86.9	13.1	100.0
Apr.-June ....	43.1	41.1	15.8	100.0	85.9	14.1	100.0
July-Sept. ....	42.0	42.8	15.2	100.0	85.4	14.6	100.0
Oct.-Dec. ....	42.1	42.5	15.4	100.0	85.3	14.7	100.0
1951-Jan.-Mar. ....	42.9	41.8	15.3	100.0	85.4	14.6	100.0
Apr.-June ....	44.3	38.5	17.2	100.0	82.3	17.7	100.0
July-Sept. (1) ..	42.9	41.8	15.3	100.0	81.2	18.8	100.0

(1) Preliminary.

Table 9. - Household Appliance and Radio Stores

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## Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1950-Jan.-Mar. ....	11.6	11.9	6.4	29.9	20.1	5.1	25.2
Apr.-June ....	13.7	15.6	7.1	36.4	22.3	5.5	27.8
July-Sept. ....	14.0	14.8	7.1	35.9	24.5	6.2	30.7
Oct.-Dec. ....	16.9	15.2	7.7	39.8	28.4	7.8	36.2
1951-Jan.-Mar. ....	14.2	14.0	7.7	35.9	25.7	7.5	33.2
Apr.-June ....	16.7	12.6	9.1	38.4	23.1	7.2	30.3
July-Sept. (1) ..	11.2	8.5	7.5	27.2	17.8	7.0	24.8
Percentage Composition							
1941-1/4 yr. average .	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1950-Jan.-Mar. ....	38.8	39.8	21.4	100.0	79.8	20.2	100.0
Apr.-June ....	37.6	42.9	19.5	100.0	80.2	19.8	100.0
July-Sept. ....	39.0	41.2	19.8	100.0	79.8	20.2	100.0
Oct. Dec. ....	42.5	38.2	19.3	100.0	78.5	21.5	100.0
1951-Jan.-Mar. ....	39.6	39.0	21.4	100.0	77.4	22.6	100.0
Apr.-June ....	43.5	32.8	23.7	100.0	76.2	23.8	100.0
July-Sept. (1) ..	41.2	31.2	27.6	100.0	71.8	28.2	100.0

Table 10. - Jewellery Stores  
Sales and Accounts Receivable

Period	Dollar Estimates (in millions)						
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1950-Jan.-Mar. ....	7.5	2.1	2.3	11.9	5.0	1.8	6.8
Apr.-June ....	9.5	2.7	2.8	15.0	4.5	1.9	6.4
July-Sept. ....	11.0	3.8	2.9	17.7	5.4	2.1	7.5
Oct.-Dec. ....	14.0	6.7	6.5	27.2	6.7	3.7	10.4
1951-Jan.-Mar. ....	7.7	2.1	2.9	12.7	4.3	2.3	6.6
Apr.-June ....	9.6	2.2	3.3	15.1	2.9	2.1	5.0
July-Sept. (1) ..	10.7	2.9	2.5	16.1	2.9	1.8	4.7
Percentage Composition							
1941-1/4 yr. average .	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1950-Jan.-Mar. ....	63.0	17.6	19.4	100.0	73.5	26.5	100.0
Apr.-June ....	63.3	18.0	18.7	100.0	70.3	29.7	100.0
July-Sept. ....	62.1	21.5	16.4	100.0	72.0	28.0	100.0
Oct.-Dec. ....	51.5	24.6	23.9	100.0	64.4	35.6	100.0
1951-Jan.-Mar. ....	60.6	16.5	22.9	100.0	65.2	34.8	100.0
Apr.-June ....	63.6	14.6	21.8	100.0	58.0	42.0	100.0
July-Sept. (1) ..	66.5	18.0	15.5	100.0	61.7	38.3	100.0

(1) Preliminary.

Sales and Accounts Receivable  
(in millions of dollars)

Table 11. - Grocery and Combination Stores (Independent)

	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941-1/4 yr. average .	62.7	63.5	36.1	36.5	98.8	20.2
1950-Jan.-Mar. ....	151.6	73.8	53.7	26.2	205.3	25.4
Apr.-June ....	172.1	74.5	59.0	25.5	231.1	25.8
July-Sept. ....	180.5	75.6	58.3	24.4	238.8	25.4
Oct.-Dec. ....	173.9	74.5	59.5	25.5	233.4	28.2
1951-Jan.-Mar. ....	170.1	75.3	55.9	24.7	226.0	25.7
Apr.-June ....	185.9	73.6	66.8	26.4	252.7	27.3
July-Sept. (1) ..	197.7	74.5	67.7	25.5	265.4	27.6

Table 12. - Country General Stores

1941-1/4 yr. average .	36.9	69.2	16.4	30.8	53.3	23.1
1950-Jan.-Mar. ....	62.5	69.2	27.8	30.8	90.3	26.7
Apr.-June ....	84.3	70.2	35.8	29.8	120.1	28.5
July-Sept. ....	96.1	71.8	37.7	28.2	133.8	30.2
Oct.-Dec. ....	96.3	72.5	36.6	27.5	132.9	31.5
1951-Jan.-Mar. ....	70.8	69.3	31.4	30.7	102.2	29.6
Apr.-June ....	98.5	71.5	39.3	28.5	137.8	29.7
July-Sept. (1) ..	105.8	72.3	40.6	27.7	146.4	31.2

Table 13. - Coal and Wood Dealers

1941-1/4 yr. average .	12.3	49.9	12.4	50.1	24.7	12.4
1950-Jan.-Mar. ....	29.4	50.1	29.3	49.9	58.7	21.5
Apr.-June ....	15.6	43.8	20.0	56.2	35.6	16.2
July-Sept. ....	23.9	47.4	26.5	52.6	50.4	19.5
Oct.-Dec. ....	28.7	49.3	29.5	50.7	58.2	23.2
1951-Jan.-Mar. ....	30.7	50.4	30.2	49.6	60.9	22.7
Apr.-June ....	16.0	46.5	18.4	53.5	34.4	16.0
July-Sept. (1) ..	20.8	46.1	24.3	53.9	45.1	19.1

Table 14. - Garages and Filling Stations

1941-1/4 yr. average .	41.2	80.4	10.1	19.6	51.3	8.2
1950-Jan.-Mar. ....	78.7	77.0	23.5	23.0	102.2	21.1
Apr.-June ....	107.9	76.7	32.8	23.3	140.7	24.7
July-Sept. ....	128.9	77.3	37.8	22.7	166.7	25.5
Oct.-Dec. ....	106.3	77.1	31.5	22.9	137.8	25.4
1951-Jan.-Mar. ....	89.7	74.5	30.7	25.5	120.4	24.4
Apr.-June ....	119.1	76.8	36.0	23.2	155.1	26.9
July-Sept. (1) ..	133.7	78.1	37.4	21.9	171.1	31.2

(1) Preliminary.



Total 15. - All Other Trades  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941-1/4 yr. average .	276.0	14.1	46.1	336.2	15.6	44.3	59.9
1950-Jan.-Mar. ....	585.1	19.0	103.1	707.2	23.7	79.0	102.7
Apr.-June ....	774.8	26.7	129.8	931.3	24.8	84.9	109.7
July-Sept. ....	824.4	29.5	137.5	991.4	26.2	90.3	116.5
Oct.-Dec. ....	838.7	30.3	141.5	1,010.5	31.4	104.4	135.8
1951-Jan.-Mar. ....	677.8	26.3	129.6	833.7	26.5	96.5	123.0
Apr.-June ....	854.8	29.0	148.3	1,032.1	22.5	98.7	121.2
July-Sept. (1) ..	885.4	31.7	155.8	1,072.9	19.3	99.3	118.6
Percentage Composition							
1941-1/4 yr. average .	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1950-Jan.-Mar. ....	82.7	2.7	14.6	100.0	23.1	76.9	100.0
Apr.-June ....	83.2	2.9	13.9	100.0	22.6	77.4	100.0
July-Sept. ....	83.2	3.0	13.8	100.0	22.5	77.5	100.0
Oct.-Dec. ....	83.0	3.0	14.0	100.0	23.1	76.9	100.0
1951-Jan.-Mar. ....	81.3	3.2	15.5	100.0	21.5	78.5	100.0
Apr.-June ....	82.8	2.8	14.4	100.0	18.6	81.4	100.0
July-Sept. (1) ..	82.5	3.0	14.5	100.0	16.3	83.7	100.0

(1) Preliminary.

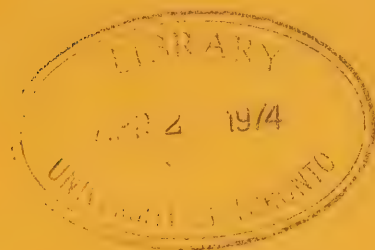








GOVERNMENT OF CANADA

*Bureau of Statistics*Government  
Publications**RETAIL CONSUMER CREDIT**FOURTH QUARTER, 1951



DOMINION BUREAU OF STATISTICS

Department of Trade and Commerce

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Published by Authority of the Rt. Hon. C. D. Howe  
Minister of Trade and Commerce

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Prepared in the Merchandising and Services Section  
of the Industry and Merchandising Division  
Dominion Bureau of Statistics, Ottawa

# RETAIL CONSUMER CREDIT

## FOURTH QUARTER, 1951

Vol. VII

No. 4

Charge account sales, with a gain of 14.6% over the fourth quarter of 1950, were responsible for the over-all increase in retail sales during the last three months of 1951. Total sales were up 6.5% and cash sales 5.5% over the same period of 1950. Instalment sales dropped 4% from a year ago. Nine of the 13 trades in this survey reported increased charge sales over last year.

Type of Sale	Sales - Fourth Quarter		
	1950	1951	% Change 1951/1950
	(millions of dollars)		
Cash .....	1,927.4	2,033.1	+ 5.5
Instalment ....	203.4	195.4	- 3.9
Charge .....	507.8	581.9	+ 14.6
TOTAL .....	2,638.6	2,810.4	+ 6.5

Instalment sales were considerably lower in five of the trades which extend this type of credit. The increased instalment sales of motor vehicle dealers over last year held the decline to 3.9%. Department, furniture, and appliance and radio stores showed decreased instalment sales of 36%, 31% and 27% respectively. These trades also registered much less accounts outstanding at the end of 1951 than at December 31, 1950.

Cash sales were up in 11 of the 13 trades with jewellery and furniture stores leading in percentage increase over last year at 17.5% and 15.7% respectively. Cash sales of motor vehicle dealers were 20.1% lower and appliance and radio stores 17.4% below last year's figure.

Customers' accounts receivable for all trades were estimated at \$507,400,000 at December 31, 1951 compared with \$546,600,000 at December 31, 1950. This total decrease of 7.2% is attributed to instalment accounts outstanding which dropped from \$169,500,000 at the end of 1950 to \$105,700,000 at December 31, 1951. This is a decline of 37.6% compared to a 3.9% drop in instalment sales.

Charge accounts receivable rose 6.5% from the 1950 level to an estimated total of \$401,700,000.

Note: Total sales presented in this report are those which appear in the monthly retail trade bulletins. Sales for 1951 have recently been adjusted to the final 1950 base. This 1950 final revision was to account for changes in the number of retail stores, the regular retail trade sample being a constant sample. The final 1950 figures and 1951 sales revised to this 1950 base have made it necessary to revise the dollar estimates of sales in this report.

FOURTH QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1950 and 1951-

Trade	Cash Sales			Instalment Sales		
	1950	1951	% Change	1950	1951	% Change
Total, All Trades .....	1,927.4	2,033.1	+ 5.5	203.4	195.4	- 3.9
Department .....	209.0	213.5	+ 2.2	38.7	24.9	- 35.7
Motor Vehicle .....	213.5	170.6	- 20.1	79.9	97.5	+ 22.0
Men's Clothing .....	47.8	50.8	+ 6.3	2.6	2.5	- 3.8
Family Clothing .....	42.0	45.2	+ 7.6	4.8	5.1	+ 6.3
Women's Clothing .....	40.7	44.6	+ 9.6	0.8	0.9	+ 12.5
Hardware .....	36.4	38.2	+ 4.9	2.5	1.3	- 48.0
Furniture .....	18.5	21.4	+ 15.7	18.7	12.9	- 31.0
Appliance & Radio .....	17.8	14.7	- 17.4	16.1	11.7	- 27.3
Jewellery .....	15.4	18.1	+ 17.5	7.3	5.5	- 24.7
Grocery & Combination (independent) .....	182.1	206.3	+ 13.3	-	-	-
Country General .....	94.6	109.3	+ 15.5	-	-	-
Coal and Wood .....	27.6	31.2	+ 13.0	-	-	-
Garages & Filling Stations .....	96.3	105.1	+ 9.1	-	-	-

Percentage Composition: A continued drop in the proportion of instalment sales to total was balanced by a gain in the percentage of business transacted on the charge account plan. Cash sales (72.3%) were lower in proportion to total than during the last three months of 1950 (73.1%) but changed little from the third quarter of 1951 (72.4%).

The most noticeable decline in instalment sales occurred in department stores where the 12.9% ratio for the last quarter of 1950 declined to 8.2% in 1951. Motor vehicle dealers were the main exception to decreased ratios of instalment sales for the instalment granting trades.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1950	1951	% Change	1950	1951	% Change	
507.8	581.9	+ 14.6	546.6	507.4	- 7.2	Total, All Trades
53.1	64.5	+ 21.5	93.6	75.7	- 19.1	Department
87.1	98.2	+ 12.7	72.4	70.3	- 2.9	Motor Vehicle
8.2	7.9	- 3.7	11.0	11.3	+ 2.7	Men's Clothing
8.3	8.7	+ 4.8	11.9	12.8	+ 7.6	Family Clothing
6.7	6.5	- 3.0	7.2	6.9	- 4.2	Women's Clothing
17.7	17.9	+ 1.1	19.6	19.3	- 1.5	Hardware
6.7	7.9	+ 17.9	40.2	25.1	- 37.6	Furniture
8.1	7.4	- 8.6	36.2	27.3	- 24.6	Appliance & Radio
7.2	5.9	- 18.1	10.4	8.3	- 20.2	Jewellery
62.3	70.7	+ 13.5	28.2	31.6	+ 12.1	Grocery & Combination
35.9	39.6	+ 10.3	31.5	32.4	+ 2.9	(independent)
28.5	33.3	+ 16.8	23.2	25.7	+ 10.8	Country General
28.6	34.6	+ 21.0	25.4	29.9	+ 17.7	Coal and Wood
						Garages & Filling Stations



# RETAIL CONSUMER CREDIT

## SALES AND ACCOUNTS RECEIVABLE 1941, 1948-1951

MILLIONS  
OF DOLLARS  
2500

### TOTAL RETAIL TRADE

MILLIONS  
OF DOLLARS  
2500

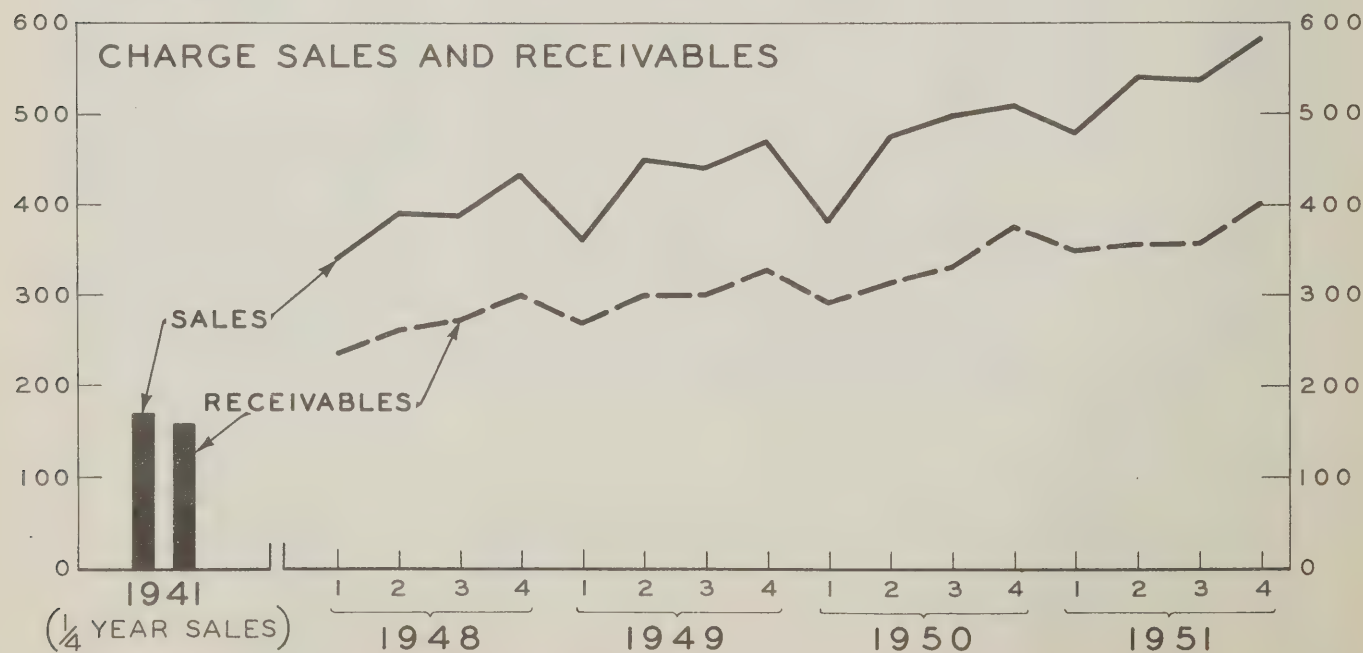
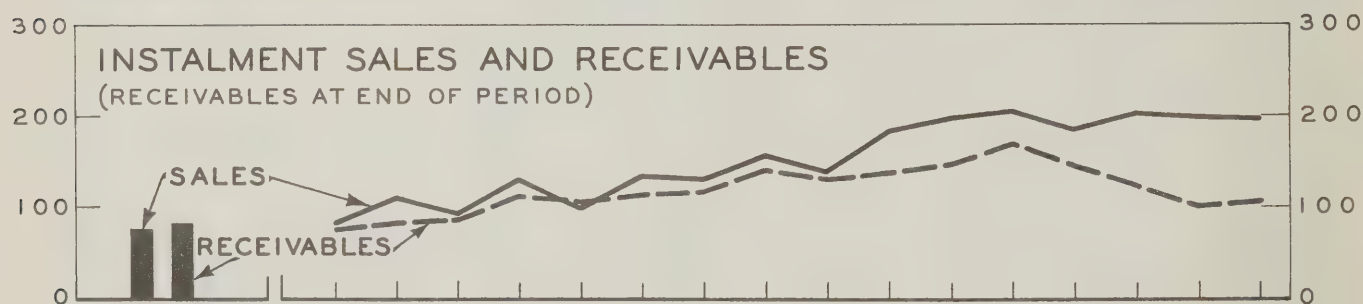
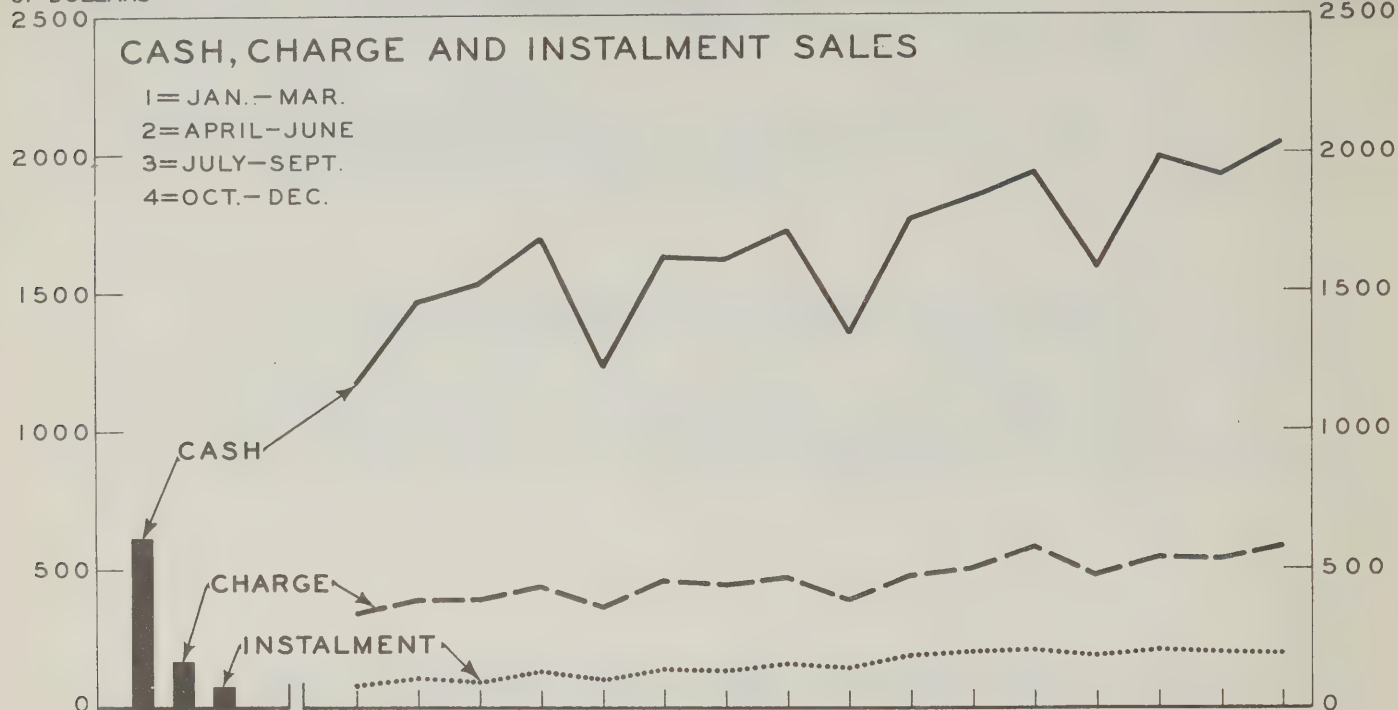


Table 1. - Total, All Trades  
Sales and Accounts Receivable

5

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ...	615.9	76.2	168.1	860.2	82.6	157.6	240.2
1950-Jan.-Mar. ....	1,353.9	137.3	382.2	1,873.4	129.6	291.4	421.0
Apr.-June ....	1,754.5	183.4	475.1	2,423.0	157.4	313.2	450.6
July-Sept. ....	1,838.6	196.0	497.8	2,532.4	144.5	331.2	475.7
Oct.-Dec. ....	1,927.4	203.4	507.8	2,638.6	169.5	377.1	546.6
1951-Jan.-Mar. ....	1,589.0	183.8	476.8	2,249.6	143.2	318.7	461.9
Apr.-June ....	1,989.8	200.8	540.0	2,730.6	121.3	356.5	478.3
July-Sept. ....	1,920.5	197.4	535.5	2,653.4	99.8	356.9	456.7
Oct.-Dec. (1) ...	2,033.1	195.4	581.9	2,810.4	105.7	401.7	507.4
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ...	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1950-Jan.-Mar. ....	72.3	7.3	20.4	100.0	30.8	69.2	100.0
Apr.-June ....	72.8	7.6	19.6	100.0	30.5	69.5	100.0
July-Sept. ....	72.6	7.7	19.7	100.0	31.0	69.0	100.0
Oct.-Dec. ....	73.1	7.7	19.2	100.0	31.0	69.0	100.0
1951-Jan.-Mar. ....	70.6	8.2	21.2	100.0	29.1	70.9	100.0
Apr.-June ....	72.9	7.3	19.8	100.0	25.5	74.5	100.0
July-Sept. ....	72.4	7.4	20.2	100.0	21.9	78.1	100.0
Oct.-Dec. (1) ...	72.3	7.0	20.7	100.0	20.8	79.2	100.0

Table 2. - Department Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ...	71.6	11.2	11.7	94.5	17.9	11.1	29.0
1950-Jan.-Mar. ....	116.5	20.5	29.8	166.8	44.6	23.3	67.9
Apr.-June ....	144.2	26.5	39.6	210.3	45.7	26.4	72.1
July-Sept. ....	132.2	26.8	35.5	194.5	46.9	27.7	74.6
Oct.-Dec. ....	209.0	38.7	53.1	300.8	53.7	39.9	93.6
1951-Jan.-Mar. ....	131.9	20.2	37.0	189.1	44.6	30.1	74.7
Apr.-June ....	158.7	17.6	45.0	221.3	34.1	32.2	66.3
July-Sept. ....	134.9	14.3	39.2	188.4	25.9	32.8	58.7
Oct.-Dec. (1) ...	213.5	24.9	64.5	302.9	26.5	49.2	75.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ...	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1950-Jan.-Mar. ....	69.8	12.3	17.9	100.0	65.7	34.3	100.0
Apr.-June ....	68.6	12.6	18.8	100.0	63.4	36.6	100.0
July-Sept. ....	68.0	13.8	18.2	100.0	62.9	37.1	100.0
Oct.-Dec. ....	69.5	12.9	17.6	100.0	57.4	42.6	100.0
1951-Jan.-Mar. ....	69.7	10.7	19.6	100.0	59.7	40.3	100.0
Apr.-June ....	71.7	8.0	20.3	100.0	51.4	48.6	100.0
July-Sept. ....	71.6	7.6	20.8	100.0	44.1	55.9	100.0
Oct.-Dec. (1) ...	70.5	8.2	21.3	100.0	35.0	65.0	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers**  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1950-Jan.-Mar. ....	175.5	64.4	73.1	313.0	4.1	54.0	58.1
Apr.-June ....	240.0	85.6	96.5	422.1	6.1	59.1	65.2
July-Sept. ....	238.3	93.7	106.1	438.1	5.9	62.4	68.3
Oct.-Dec. ....	213.5	79.9	87.1	380.5	5.2	67.2	72.4
1951-Jan.-Mar. ....	242.9	97.6	110.3	450.8	6.4	70.1	76.5
Apr.-June ....	310.4	114.8	117.8	543.0	5.8	73.9	79.7
July-Sept. ....	228.2	116.9	106.7	451.8	4.9	66.2	71.1
Oct.-Dec. (1) ..	170.6	97.5	98.2	366.3	5.1	65.2	70.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1950-Jan.-Mar. ....	56.1	20.6	23.3	100.0	7.1	92.9	100.0
Apr.-June ....	56.9	20.3	22.8	100.0	9.4	90.6	100.0
July-Sept. ....	54.4	21.4	24.2	100.0	8.6	91.4	100.0
Oct.-Dec. ....	56.1	21.0	22.9	100.0	7.2	92.8	100.0
1951-Jan.-Mar. ....	53.9	21.6	24.5	100.0	8.4	91.6	100.0
Apr.-June ....	57.2	21.1	21.7	100.0	7.3	92.7	100.0
July-Sept. ....	50.5	25.9	23.6	100.0	6.9	93.1	100.0
Oct.-Dec. (1) ..	46.6	26.6	26.8	100.0	7.3	92.7	100.0

**Table 4. - Men's Clothing Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	16.5	0.9	2.6	20.0	1.1	3.2	4.3
1950-Jan.-Mar. ....	25.3	1.2	4.8	31.3	1.4	6.1	7.5
Apr.-June ....	36.0	1.5	6.6	44.1	1.4	7.3	8.7
July-Sept. ....	30.7	1.3	5.6	37.6	1.4	7.3	8.7
Oct.-Dec. ....	47.8	2.6	8.2	58.6	2.9	8.1	11.0
1951-Jan.-Mar. ....	28.5	1.7	6.3	36.5	2.4	7.1	9.5
Apr.-June ....	37.8	1.9	6.9	46.6	2.3	7.4	9.7
July-Sept. ....	31.4	1.4	5.6	38.4	1.9	6.9	8.8
Oct.-Dec. (1) ..	50.8	2.5	7.9	61.2	2.7	8.6	11.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1950-Jan.-Mar. ....	80.9	3.8	15.3	100.0	18.7	81.3	100.0
Apr.-June ....	81.6	3.4	15.0	100.0	16.1	83.9	100.0
July-Sept. ....	81.6	3.5	14.9	100.0	16.1	83.9	100.0
Oct.-Dec. ....	81.6	4.4	14.0	100.0	26.4	73.6	100.0
1951-Jan.-Mar. ....	78.1	4.6	17.3	100.0	25.3	74.7	100.0
Apr.-June ....	81.1	4.1	14.8	100.0	23.7	76.3	100.0
July-Sept. ....	81.8	3.6	14.6	100.0	21.6	78.4	100.0
Oct.-Dec. (1) ..	83.0	4.1	12.9	100.0	23.9	76.1	100.0

(1) Preliminary.



Table 5. - Family Clothing Stores  
Sales and Accounts Receivable

7

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1950-Jan.-Mar. ....	21.1	2.2	4.2	27.5	3.6	5.3	8.9
Apr.-June ....	31.0	3.4	6.5	40.9	3.8	6.0	9.8
July-Sept. ....	29.5	2.3	5.2	37.0	3.5	5.9	9.4
Oct.-Dec. ....	42.0	4.8	8.3	55.1	4.4	7.5	11.9
1951-Jan.-Mar. ....	23.9	2.6	5.2	31.7	3.7	6.0	9.7
Apr.-June ....	32.7	3.3	6.6	42.6	3.8	6.1	9.9
July-Sept. ....	30.5	2.4	5.2	38.1	3.6	5.7	9.3
Oct.-Dec. (1) ...	45.2	5.1	8.7	59.0	5.4	7.4	12.8
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1950-Jan.-Mar. ....	76.7	8.0	15.3	100.0	40.4	59.6	100.0
Apr.-June ....	75.8	8.3	15.9	100.0	38.8	61.2	100.0
July-Sept. ....	79.7	6.2	14.1	100.0	37.2	62.8	100.0
Oct.-Dec. ....	76.2	8.7	15.1	100.0	37.0	63.0	100.0
1951-Jan.-Mar. ....	75.4	8.2	16.4	100.0	38.1	61.9	100.0
Apr.-June ....	76.8	7.7	15.5	100.0	38.4	61.6	100.0
July-Sept. ....	80.1	6.3	13.6	100.0	38.7	61.3	100.0
Oct.-Dec. (1) ..	76.6	8.6	14.8	100.0	42.2	57.8	100.0

Table 6. - Women's Clothing Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1950-Jan.-Mar. ....	25.8	0.6	4.6	31.0	0.8	5.1	5.9
Apr.-June ....	37.9	0.6	5.9	44.4	0.5	5.1	5.6
July-Sept. ....	31.7	0.5	5.3	37.5	0.7	5.6	6.3
Oct.-Dec. ....	40.7	0.8	6.7	48.2	0.7	6.5	7.2
1951-Jan.-Mar. ....	27.8	0.6	5.7	34.1	0.7	6.5	7.2
Apr.-June ....	41.4	0.6	6.6	48.6	0.7	5.6	6.3
July-Sept. ....	35.8	0.5	6.1	42.4	0.5	6.3	6.8
Oct.-Dec. (1) ..	44.6	0.9	6.5	52.0	0.9	6.0	6.9
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1950-Jan.-Mar. ....	83.2	1.9	14.9	100.0	13.6	86.4	100.0
Apr.-June ....	85.4	1.3	13.3	100.0	8.9	91.1	100.0
July-Sept. ....	84.5	1.4	14.1	100.0	11.1	88.9	100.0
Oct.-Dec. ....	84.4	1.7	13.9	100.0	9.7	90.3	100.0
1951-Jan.-Mar. ....	81.5	1.8	16.7	100.0	9.7	90.3	100.0
Apr.-June ....	85.2	1.2	13.6	100.0	11.1	88.9	100.0
July-Sept. ....	84.4	1.2	14.4	100.0	7.4	92.6	100.0
Oct.-Dec. (1) ..	85.8	1.7	12.5	100.0	13.0	87.0	100.0

(1) Preliminary.



**Table 7. - Hardware Stores**  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	11.2	1.0	6.1	18.3	2.3	8.4	9.7
1950-Jan.-Mar. ....	19.6	1.2	10.6	31.4	2.1	13.2	14.3
Apr.-June ....	32.7	2.3	18.8	53.8	2.0	17.5	19.5
July-Sept. ....	34.0	2.3	20.0	56.3	1.9	18.3	20.2
Oct.-Dec. ....	36.4	2.5	17.7	56.6	1.8	17.8	19.6
1951-Jan.-Mar. ....	22.4	1.8	12.9	37.1	1.5	15.5	17.0
Apr.-June ....	38.6	1.6	20.5	60.7	2.0	18.1	20.1
July-Sept. ....	35.1	1.4	18.2	54.7	1.9	18.7	20.6
Oct.-Dec. (1) ..	38.2	1.3	17.9	57.4	0.9	18.4	19.3
Percentage Composition							
1951- $\frac{1}{4}$ yr. average ..	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1950-Jan.-Mar. ....	62.4	3.8	33.8	100.0	7.7	92.3	100.0
Apr.-June ....	60.8	4.3	34.9	100.0	10.3	89.7	100.0
July-Sept. ....	60.4	4.1	35.5	100.0	9.4	90.6	100.0
Oct.-Dec. ....	64.3	4.4	31.3	100.0	9.2	90.8	100.0
1951-Jan.-Mar. ....	60.4	4.8	34.8	100.0	8.8	91.2	100.0
Apr.-June ....	63.6	2.6	33.8	100.0	10.0	90.0	100.0
July-Sept. ....	64.1	2.6	33.3	100.0	9.2	90.8	100.0
Oct.-Dec. (1) ..	66.5	2.3	31.2	100.0	4.7	95.3	100.0

**Table 8. - Furniture Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	5.0	9.1	1.9	16.0	18.7	2.6	21.3
1950-Jan.-Mar. ....	13.9	12.8	4.5	31.2	25.2	3.8	29.0
Apr.-June ....	18.1	17.2	6.6	41.9	26.3	4.3	30.6
July-Sept. ....	17.9	18.3	6.4	42.6	28.1	4.8	32.9
Oct.-Dec. ....	18.5	18.7	6.7	43.9	34.3	5.9	40.2
1951-Jan.-Mar. ....	15.3	14.9	5.5	35.7	27.4	4.7	32.1
Apr.-June ....	18.5	15.9	7.2	41.6	24.6	5.3	29.9
July-Sept. ....	17.7	13.1	6.9	37.7	20.8	5.2	26.0
Oct.-Dec. (1) ..	21.4	12.9	7.9	42.2	19.7	5.4	25.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1950-Jan.-Mar. ....	44.6	41.0	14.4	100.0	86.9	13.1	100.0
Apr.-June ....	43.2	41.1	15.7	100.0	85.9	14.1	100.0
July-Sept. ....	42.0	43.0	15.0	100.0	85.4	14.6	100.0
Oct.-Dec. ....	42.1	42.6	15.3	100.0	85.3	14.7	100.0
1951-Jan.-Mar. ....	42.9	41.7	15.4	100.0	85.4	14.6	100.0
Apr.-June ....	44.5	38.2	17.3	100.0	82.3	17.7	100.0
July-Sept. ....	47.0	34.7	18.3	100.0	80.0	20.0	100.0
Oct.-Dec. (1) ..	50.7	30.6	18.7	100.0	78.5	21.5	100.0

(1) Preliminary.

**Table 9. - Household Appliance and Radio Stores**  
Sales and Accounts Receivable

9

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1950-Jan.-Mar. ....	11.8	12.2	6.5	30.5	20.1	5.1	25.2
Apr.-June ....	13.2	15.1	6.8	35.1	22.3	5.5	27.8
July-Sept. ....	14.6	15.3	7.4	37.3	24.5	6.2	30.7
Oct.-Dec. ....	17.8	16.1	8.1	42.0	28.4	7.8	36.2
1951-Jan.-Mar. ....	14.6	14.3	7.9	36.8	25.7	7.5	33.2
Apr.-June ....	15.8	11.9	8.6	36.3	23.1	7.2	30.3
July-Sept. ....	11.5	9.5	7.6	28.6	18.9	7.0	25.9
Oct.-Dec. (1) ..	14.7	11.7	7.4	33.8	20.6	6.7	27.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1950-Jan.-Mar. ....	38.7	40.0	21.3	100.0	79.8	20.2	100.0
Apr.-June ....	37.6	43.0	19.4	100.0	80.2	19.8	100.0
July-Sept. ....	39.2	41.0	19.8	100.0	79.8	20.2	100.0
Oct.-Dec. ....	42.4	38.3	19.3	100.0	78.5	21.5	100.0
1951-Jan.-Mar. ....	39.7	38.8	21.5	100.0	77.4	22.6	100.0
Apr.-June ....	43.5	32.8	23.7	100.0	76.2	23.8	100.0
July-Sept. ....	40.2	33.2	26.6	100.0	71.0	29.0	100.0
Oct.-Dec. (1) ..	43.5	34.6	21.9	100.0	75.5	24.5	100.0

**Table 10. - Jewellery Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1950-Jan.-Mar. ....	8.5	2.3	2.5	13.3	5.0	1.8	6.8
Apr.-June ....	10.4	3.0	3.1	16.5	4.5	1.9	6.4
July-Sept. ....	12.0	4.1	3.1	19.2	5.4	2.1	7.5
Oct.-Dec. ....	15.4	7.3	7.2	29.9	6.7	3.7	10.4
1951-Jan.-Mar. ....	8.6	2.3	3.2	14.1	4.3	2.3	6.6
Apr.-June ....	10.6	2.4	3.6	16.6	2.9	2.1	5.0
July-Sept. ....	11.4	3.1	2.8	17.3	2.9	1.8	4.7
Oct.-Dec. (1) ..	18.1	5.5	5.9	29.5	4.3	4.0	8.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1950-Jan.-Mar. ....	63.9	17.3	18.8	100.0	73.5	26.5	100.0
Apr.-June ....	63.0	18.2	18.8	100.0	70.3	29.7	100.0
July-Sept. ....	62.5	21.4	16.1	100.0	72.0	28.0	100.0
Oct.-Dec. ....	51.5	24.4	24.1	100.0	64.4	35.6	100.0
1951-Jan.-Mar. ....	61.0	16.3	22.7	100.0	64.2	34.8	100.0
Apr.-June ....	63.8	14.5	21.7	100.0	58.0	42.0	100.0
July-Sept. ....	65.9	17.9	16.2	100.0	61.7	38.3	100.0
Oct.-Dec. (1) ..	61.4	18.6	20.0	100.0	51.8	48.2	100.0

(1) Preliminary.

Sales and Accounts Receivable  
(in millions of dollars)

Table 11. - Grocery and Combination Stores (Independent)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941- $\frac{1}{4}$ yr. average ...	62.7	63.5	36.1	36.5	98.8	20.2
1950-Jan.-Mar. ....	157.4	73.8	55.8	26.2	213.2	25.4
Apr.-June ....	178.3	74.4	61.2	25.6	239.5	25.8
July-Sept. ....	187.6	75.6	60.6	24.4	248.2	25.4
Oct.-Dec. ....	182.1	74.5	62.3	25.5	244.4	28.2
1951-Jan.-Mar. ....	176.6	75.3	58.0	24.7	234.6	25.7
Apr.-June ....	192.4	73.5	69.2	26.5	261.6	27.3
July-Sept. ....	207.0	75.1	68.5	24.9	275.5	27.1
Oct.-Dec. (1) ...	206.3	74.5	70.7	25.5	277.0	31.6

Table 12. - Country General Stores

1941- $\frac{1}{4}$ yr. average ...	36.9	69.2	16.4	30.8	53.3	23.1
1950-Jan.-Mar. ....	63.0	69.2	28.0	30.8	91.0	26.7
Apr.-June ....	84.1	70.2	35.7	29.8	119.8	28.5
July-Sept. ....	95.6	71.8	37.5	28.2	133.1	30.2
Oct.-Dec. ....	94.6	72.5	35.9	27.5	130.5	31.5
1951-Jan.-Mar. ....	71.4	69.3	31.7	30.7	103.1	29.6
Apr.-June ....	98.5	71.5	39.2	28.5	137.7	29.7
July-Sept. ....	104.3	71.6	41.3	28.4	145.6	31.9
Oct.-Dec. (1) ...	109.3	73.4	39.6	26.6	148.9	32.4

Table 13. - Coal and Wood Dealers

1941- $\frac{1}{4}$ yr. average ...	12.3	49.9	12.4	50.1	24.7	12.4
1950-Jan.-Mar. ....	27.9	50.1	27.8	49.9	55.7	21.5
Apr.-June ....	15.2	43.8	19.5	56.2	34.7	16.2
July-Sept. ....	22.7	47.5	25.1	52.5	47.8	19.5
Oct.-Dec. ....	27.6	49.2	28.5	50.8	56.1	23.2
1951-Jan.-Mar. ....	29.1	50.4	28.6	49.6	57.7	22.7
Apr.-June ....	15.5	46.5	17.8	53.5	33.3	16.0
July-Sept. ....	20.2	47.3	22.5	52.7	42.7	19.7
Oct.-Dec. (1) ...	31.2	48.4	33.3	51.6	64.5	25.7

Table 14. - Garages and Filling Stations

1941- $\frac{1}{4}$ yr. average ...	41.2	80.4	10.1	19.6	51.3	8.2
1950-Jan.-Mar. ....	72.1	77.0	21.5	23.0	93.6	21.1
Apr.-June ....	99.6	76.7	30.3	23.3	129.9	24.7
July-Sept. ....	115.7	77.3	33.9	22.7	149.6	25.5
Oct.-Dec. ....	96.3	77.1	28.6	22.9	124.9	25.4
1951-Jan.-Mar. ....	81.8	74.5	28.0	25.5	109.8	24.4
Apr.-June ....	110.6	76.8	33.4	23.2	144.0	26.9
July-Sept. ....	118.5	76.9	35.6	23.1	154.1	28.8
Oct.-Dec. (1) ...	105.1	75.2	34.6	24.8	139.7	29.9

(1) Preliminary.



Table 15. - All Other Trades  
Sales and Accounts Receivable

Period	Sales				Accounts receivable (at end of period)		
	Cash	Instal- ment	Charge	Total	Instal- ment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average ..	276.0	14.1	46.1	336.2	15.6	44.3	59.9
1950-Jan.-Mar. ....	615.5	19.9	108.5	743.9	23.7	79.0	102.7
Apr.-June ....	823.8	28.2	138.0	990.0	24.8	84.9	109.7
July-Sept. ....	876.1	31.4	146.1	1,053.6	26.2	90.3	116.5
Oct.-Dec. ....	885.7	32.0	149.4	1,067.1	31.4	104.4	135.8
1951-Jan.-Mar. ....	714.2	27.8	136.5	878.5	26.5	96.5	123.0
Apr.-June ....	908.3	30.8	157.6	1,096.7	22.5	98.7	121.2
July-Sept. ....	934.0	34.8	170.3	1,139.1	18.5	98.8	117.3
Oct.-Dec. (1) ..	964.1	33.1	178.8	1,176.0	19.6	111.2	130.8
Percentage Composition							
1941- $\frac{1}{4}$ yr. average ..	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1950-Jan.-Mar. ....	82.7	2.7	14.5	100.0	27.1	76.9	100.0
Apr.-June ....	83.2	2.9	13.7	100.0	22.6	77.4	100.0
July-Sept. ....	83.1	3.0	13.9	100.0	22.5	77.5	100.0
Oct.-Dec. ....	83.0	3.0	14.0	100.0	23.1	76.9	100.0
1951-Jan.-Mar. ....	81.3	3.2	15.5	100.0	21.5	78.5	100.0
Apr.-June ....	82.8	2.8	14.4	100.0	18.6	81.4	100.0
July-Sept. ....	82.0	3.1	14.9	100.0	15.8	84.2	100.0
Oct.-Dec. (1) ..	82.0	2.8	15.2	100.0	15.0	85.0	100.0

(1) Preliminary.









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# RETAIL CONSUMER CREDIT

FIRST QUARTER, 1952

<sup>A</sup> D.B.S.  
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# DOMINION BUREAU OF STATISTICS

Department of Trade and Commerce

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# RETAIL CONSUMER CREDIT

FIRST QUARTER, 1952

Vol. VIII

No. 1

Total sales reflected a seasonal decline of 17.7 % from the previous quarter. This trend was apparent in cash and charge sales with percentage declines of 20.3 and 14.4 respectively. The increase in instalment sales, though slight ( 0.3 %), is significant as a reverse in trend.

Diminishing the seasonal effect, a comparison of the total sales for the first 3 months of this year with total sales for the corresponding period for last year, indicates an increase of 2.9%. Cash sales, comprising approximately 70 % of total sales increased 1.9%. Charge sales and instalment sales increased 5.4 % and 5.2 % respectively, but in dollar terms, these apparently high increases accounted for only \$25.7 and \$9.5 million respectively, of the \$64.6 million difference.

Type of Sale	Sales - First Quarter		
	1951	1952	% Change 1952/1951
	(millions of dollars)		
Cash.....	1,589.0	1,618.4	+ 1.9
Instalment.....	183.8	193.3	+ 5.2
Charge .....	476.8	502.5	+ 5.4
TOTAL .....	2,249.6	2,314.2	+ 2.9

Cash sales net advance of 1.9 % over the first 3 months of 1951 resulted from the increased sales of independent grocery and combination stores, women's clothing stores, and minor increases in other trades, which outweighed the decreases in cash sales of motor vehicle, appliance and radio, hardware and department stores.

Charge sales for total trade were 5.4 % above last year's first quarter with department store sales and grocery and combination store sales showing the most significant absolute increase, and motor vehicle sales showing the major decline. From a percentage viewpoint, women's clothing stores showed the greatest increase (21.1%) and radio and appliance stores the greatest decline (15.2%) in charge sales, although in each instance, the absolute difference was comparatively small.

Customers' accounts receivable for the first 3 months of 1952 were 9.5% lower than for the corresponding period of last year. This decrease is attributed to a \$9.7 million, or 9.3%, decrease in instalment receivables, and a \$50.6 million, or 12.6%, decrease in charge receivables. There was a decline in instalment receivables for all trades except appliance and radio, which increased \$1.7 million, and women's clothing which remained at the same level. Charge receivables followed much the same pattern with a gain of \$0.9 million for women's clothing trade and no change for radio and appliance. All other trades reported a decline in charge receivables.

NOTE: The 1950 figures, as published, are revised to account for the growth and retirement of establishments in the various trades. In order to present the chart on page 4 on a matching firm basis, the unrevised sales figures for 1950 were used.

FIRST QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1951 and 1952

Trade	Cash Sales			Instalment Sales		
	1951	1952	% Change	1951	1952	% Change
Total, All Trades ....	1589.0	1618.4	+ 1.9	183.8	193.3	+ 5.2
Department .....	131.9	129.8	- 1.6	20.2	14.8	- 26.7
Motor Vehicle .....	242.9	191.6	- 21.1	97.6	110.0	+ 12.7
Men's Clothing .....	28.5	28.4	- 0.4	1.7	1.4	- 17.6
Family Clothing .....	23.9	24.5	+ 2.5	2.6	2.9	+ 11.5
Women's Clothing .....	27.8	31.8	+ 14.4	0.6	0.5	- 16.7
Hardware .....	22.4	21.9	- 2.2	1.8	2.2	+ 22.2
Furniture .....	15.3	15.7	+ 2.6	14.9	13.5	- 9.4
Appliance & Radio.....	14.6	11.3	- 22.6	14.3	13.2	- 7.7
Jewellery.....	8.6	8.6	-	2.3	2.2	- 4.3
Grocery & Combination (independent) .....	176.6	190.4	+ 7.8	-	-	-
Country General.....	71.4	82.5	+ 15.5	-	-	-
Coal & Wood.....	29.1	30.0	+ 3.1	-	-	-
Garages & Filling Stations.....	81.8	88.2	+ 7.8	-	-	-

Percentage Composition: The seasonal decrease in total sales was typical in that the proportion of cash sales to total dropped, and the difference was absorbed by both instalment and charge sales. For every trade except motor vehicles and jewellery, there was a decrease in the proportion of cash sales to total. The decline in the percentage composition occurred in the charge sales for the motor vehicle trade and the instalment sales for the jewellery trade. Department, and men's clothing store sales indicate a drop in the proportion of instalment as well as cash sales to the respective totals. Appliance and radio, and furniture were the only two trades to report a decrease in the ratio of both cash and charge sales to their respective totals.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

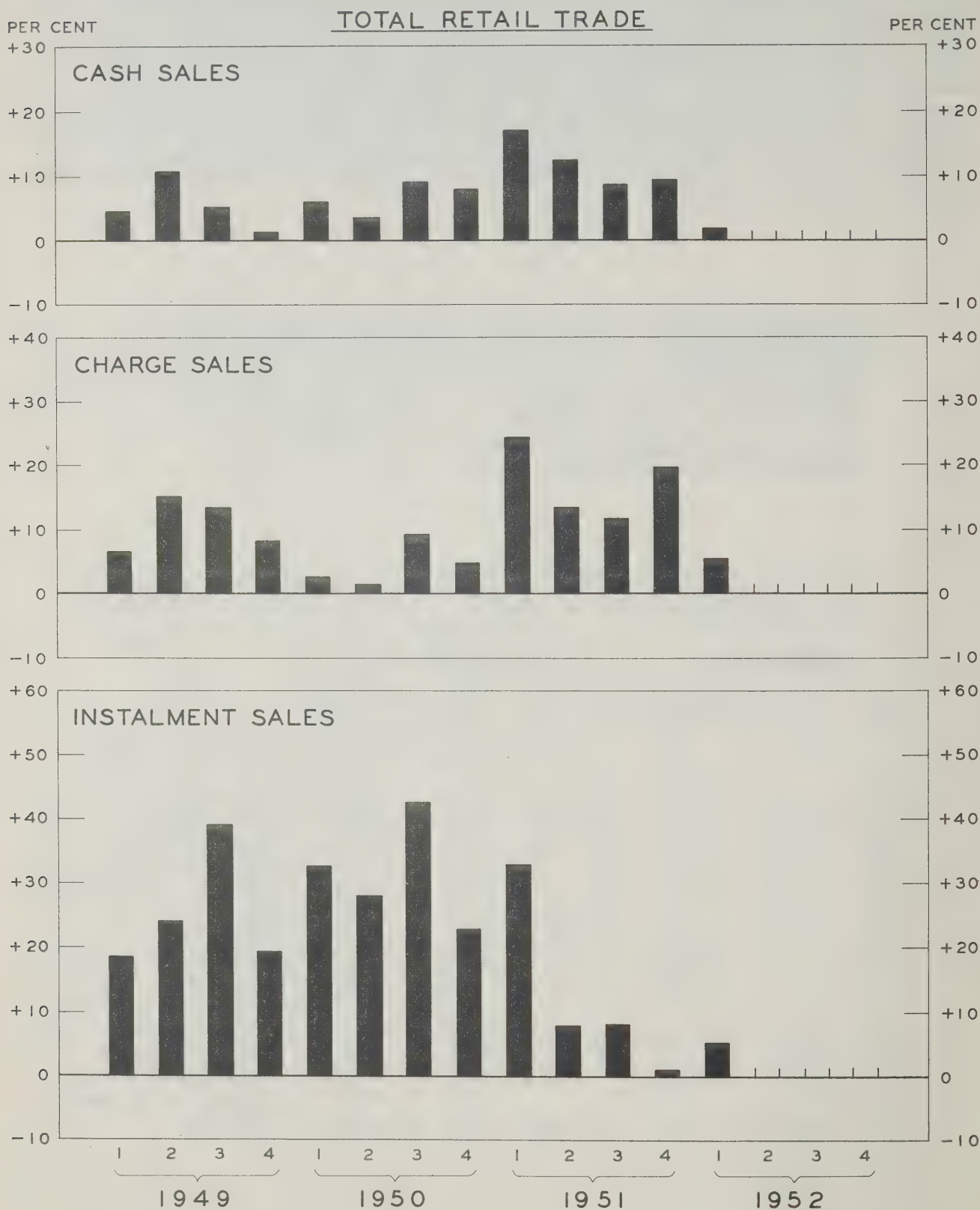
WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1951	1952	% Change	1951	1952	% Change	
476.8	502.5	+ 5.4	491.9	445.2	- 9.5	Total, All Trades
37.0	41.0	+ 10.8	74.7	58.8	- 21.3	Department
110.3	99.6	- 9.7	76.5	59.1	- 22.7	Motor Vehicle
6.3	6.5	+ 3.2	9.5	9.7	+ 2.1	Men's Clothing
5.2	5.5	+ 5.8	9.7	10.4	+ 7.2	Family Clothing
5.7	6.9	+ 21.1	7.2	8.5	+ 18.1	Women's Clothing
12.9	12.9	-	17.0	16.1	- 5.3	Hardware
5.5	6.5	+ 18.2	32.1	23.7	- 26.2	Furniture
7.9	6.7	- 15.2	33.2	28.5	- 14.2	Appliance & Radio
3.2	2.8	- 12.5	6.6	4.7	- 28.8	Jewellery
						Grocery & Combination
58.0	65.0	+ 12.1	25.7	28.0	+ 8.9	(Independent)
31.7	32.1	+ 1.3	29.6	30.8	+ 4.1	Country General
28.6	33.2	+ 16.1	22.7	24.4	+ 7.5	Coal and Wood
						Garages & Filling
28.0	30.5	+ 8.9	24.4	27.8	+ 13.9	Stations



# RETAIL CONSUMER CREDIT

PERCENTAGE CHANGE FROM SAME QUARTER OF PREVIOUS YEAR



**Table 1. - Total, All Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	615.2	76.1	168.0	859.3	82.6	157.6	240.2
1950-July-Sept. ..	1,838.6	196.0	497.8	2,532.4	144.5	331.2	475.7
Oct.-Dec. ...	1,927.4	203.4	507.8	2,638.6	169.5	377.1	546.6
1951-Jan.-Mar. ...	1,589.0	183.8	476.8	2,249.6	143.2	348.7	491.9
Apr.-June ...	1,989.8	200.8	540.0	2,730.6	121.8	356.5	478.3
July-Sept. ..	1,920.5	197.4	536.5	2,654.4	99.8	356.9	456.7
Oct.-Dec. ...	2,030.4	192.8	587.2	2,810.4	104.0	401.5	505.5
1952-Jan.-Mar. (1)	1,618.4	193.3	502.5	2,314.2	94.3	350.9	445.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1950-July-Sept. ..	72.6	7.7	19.7	100.0	31.0	69.0	100.0
Oct.-Dec. ...	73.1	7.7	19.2	100.0	31.0	69.0	100.0
1951-Jan.-Mar. ...	70.6	8.2	21.2	100.0	29.1	70.9	100.0
Apr.-June ...	72.9	7.3	19.8	100.0	25.5	74.5	100.0
July-Sept. ..	72.4	7.4	20.2	100.0	21.9	78.1	100.0
Oct.-Dec. ...	72.2	6.9	20.9	100.0	20.6	79.4	100.0
1952-Jan.-Mar. (1)	69.9	8.4	21.7	100.0	21.2	78.8	100.0

**Table 2. - Department Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	71.6	11.1	11.7	94.4	17.9	11.1	29.0
1950-July-Sept. ..	132.2	26.8	35.5	194.5	46.9	27.7	74.6
Oct.-Dec. ...	209.0	38.7	53.1	300.8	53.7	39.9	93.6
1951-Jan.-Mar. ...	131.9	20.2	37.0	189.1	44.6	30.1	74.7
Apr.-June ...	158.7	17.6	45.0	221.3	34.1	32.2	66.3
July-Sept. ..	134.9	14.3	39.2	188.4	25.9	32.8	58.7
Oct.-Dec. ...	214.1	24.9	63.9	302.9	26.5	48.6	75.1
1952-Jan.-Mar. (1)	129.8	14.8	41.0	185.6	21.6	37.2	58.8
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1950-July-Sept. ..	68.0	13.8	18.2	100.0	62.9	37.1	100.0
Oct.-Dec. ...	69.5	12.9	17.6	100.0	57.4	42.6	100.0
1951-Jan.-Mar. ...	69.7	10.7	19.6	100.0	59.7	40.3	100.0
Apr.-June ...	71.7	8.0	20.3	100.0	51.4	48.6	100.0
July-Sept. ..	71.6	7.6	20.8	100.0	44.1	55.9	100.0
Oct.-Dec. ...	70.7	8.2	21.1	100.0	35.3	64.7	100.0
1952-Jan.-Mar. (1)	69.9	8.0	22.1	100.0	36.7	63.3	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ...	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1950-July-Sept. ...	238.3	93.7	106.1	438.1	5.9	62.4	68.3
Oct.-Dec. ....	213.5	79.9	87.1	380.5	5.2	67.2	72.4
1951-Jan.-Mar. ....	242.9	97.6	110.3	450.8	6.4	70.1	76.5
Apr.-June ....	310.4	114.8	117.8	543.0	5.8	73.9	79.7
July-Sept. ...	228.2	116.9	106.7	451.8	4.9	66.2	71.1
Oct.-Dec. ....	173.6	95.7	97.0	366.3	5.1	66.0	71.1
1952-Jan.-Mar. (1)	191.6	110.0	99.6	401.2	4.3	54.8	59.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1950-July-Sept. ...	54.4	21.4	24.2	100.0	8.6	91.4	100.0
Oct.-Dec. ....	56.1	21.0	22.9	100.0	7.2	92.8	100.0
1951-Jan.-Mar. ....	53.9	21.6	24.5	100.0	8.4		100.0
Apr.-June ....	57.2	21.1	21.7	100.0	7.3	92.7	100.0
July-Sept. ...	50.5	25.9	23.6	100.0	6.9	93.1	100.0
Oct.-Dec. ....	47.4	26.1	26.5	100.0	7.2	92.8	100.0
1952-Jan.-Mar. (1)	47.8	27.4	24.8	100.0	7.3	92.7	100.0

**Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ...	16.4	0.9	2.6	19.9	1.1	3.2	4.3
1950-July-Sept. ...	30.7	1.3	5.6	37.6	1.4	7.3	8.7
Oct.-Dec. ....	47.8	2.6	8.2	58.6	2.9	8.1	11.0
1951-Jan.-Mar. ....	28.5	1.7	6.3	36.5	2.4	7.1	9.5
Apr.-June ....	37.8	1.9	6.9	46.6	2.3	7.4	9.7
July-Sept. ...	31.4	1.4	5.6	38.4	1.9	6.9	8.8
Oct.-Dec. ....	49.4	2.7	9.1	61.2	2.8	8.6	11.4
1952-Jan.-Mar. (1)	28.4	1.4	6.5	36.3	2.0	7.7	9.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ...	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1950-July-Sept. ...	81.6	3.5	14.9	100.0	16.1	83.9	100.0
Oct.-Dec. ....	81.6	4.4	14.0	100.0	26.4	73.6	100.0
1951-Jan.-Mar. ....	78.1	4.6	17.3	100.0	25.3	74.7	100.0
Apr.-June ....	81.1	4.1	14.8	100.0	23.7	76.3	100.0
July-Sept. ...	81.8	3.6	14.6	100.0	21.6	78.4	100.0
Oct.-Dec. ....	80.7	4.4	14.9	100.0	24.6	75.4	100.0
1952-Jan.-Mar. (1)	78.2	3.9	17.9	100.0	20.6	79.4	100.0

(1) Preliminary.



**Table 5. - Family Clothing Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1950-July-Sept. ..	29.5	2.3	5.2	37.0	3.5	5.9	9.4
Oct.-Dec. ...	42.0	4.8	8.3	55.1	4.4	7.5	11.9
1951-Jan.-Mar. ...	23.9	2.6	5.2	31.7	3.7	6.0	9.7
Apr.-June ...	32.7	3.3	6.6	42.6	3.8	6.1	9.9
July-Sept. ..	30.5	2.4	5.2	38.1	3.6	5.7	9.3
Oct.-Dec. ...	45.2	4.9	8.9	59.0	5.1	7.4	12.5
1952-Jan.-Mar. (1)	24.5	2.9	5.5	32.9	4.1	6.2	10.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1950-July-Sept. ..	79.7	6.2	14.1	100.0	37.2	62.8	100.0
Oct.-Dec. ...	76.2	8.7	15.1	100.0	37.0	63.0	100.0
1951-Jan.-Mar. ...	75.4	8.2	16.4	100.0	38.1	61.9	100.0
Apr.-June ...	76.8	7.7	15.5	100.0	38.4	61.6	100.0
July-Sept. ..	80.1	6.3	13.6	100.0	38.7	61.3	100.0
Oct.-Dec. ...	76.6	8.3	15.1	100.0	40.8	59.2	100.0
1952-Jan.-Mar. (1)	74.5	8.8	16.7	100.0	39.4	60.6	100.0

**Table 6. - Women's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1950-July-Sept. ..	31.7	0.5	5.3	37.5	0.7	5.6	6.3
Oct.-Dec. ...	40.7	0.8	6.7	48.2	0.7	6.5	7.2
1951-Jan.-Mar. ...	27.8	0.6	5.7	34.1	0.7	6.5	7.2
Apr.-June ...	41.4	0.6	6.6	48.6	0.7	5.6	6.3
July-Sept. ..	35.8	0.5	6.1	42.4	0.5	6.3	6.8
Oct.-Dec. ...	43.6	0.6	7.8	52.0	0.6	7.1	7.7
1952-Jan.-Mar. (1)	31.8	0.5	6.9	39.2	0.6	8.0	8.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1950-July-Sept. ..	84.5	1.4	14.1	100.0	11.1	88.9	100.0
Oct.-Dec. ...	84.4	1.7	13.9	100.0	9.7	90.3	100.0
1951-Jan.-Mar. ...	81.5	1.8	16.7	100.0	9.7	90.3	100.0
Apr.-June ...	85.2	1.2	13.6	100.0	11.1	88.9	100.0
July-Sept. ..	84.4	1.2	14.4	100.0	7.4	92.6	100.0
Oct.-Dec. ...	83.8	1.2	15.0	100.0	7.8	92.2	100.0
1952-Jan.-Mar. (1)	81.1	1.3	17.6	100.0	7.0	93.0	100.0

(1) Preliminary.



**Table 7. - Hardware Stores**  
**Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1950-July-Sept. ..	34.0	2.3	20.0	56.3	1.9	18.3	20.2
Oct.-Dec. ...	36.4	2.5	17.7	56.6	1.8	17.8	19.6
1951-Jan.-Mar. ...	22.4	1.8	12.9	37.1	1.5	15.5	17.0
Apr.-June ...	38.6	1.6	20.5	60.7	2.0	18.1	20.1
July-Sept. ..	35.1	1.4	18.2	54.7	1.9	18.7	20.6
Oct.-Dec. ...	38.9	1.2	17.3	57.4	0.9	18.6	19.5
1952-Jan.-Mar. (1)	21.9	2.2	12.9	37.0	1.3	14.9	16.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1950-July-Sept. ..	60.4	4.1	35.5	100.0	9.4	90.6	100.0
Oct.-Dec. ...	64.3	4.4	31.3	100.0	9.2	90.8	100.0
1951-Jan.-Mar. ...	60.4	4.8	34.8	100.0	8.8	91.2	100.0
Apr.-June ...	63.6	2.6	33.8	100.0	10.0	90.0	100.0
July-Sept. ..	64.1	2.6	33.3	100.0	9.2	90.8	100.0
Oct.-Dec. ...	67.8	2.1	30.1	100.0	4.6	95.4	100.0
1952-Jan.-Mar. (1)	59.2	5.9	34.9	100.0	8.0	92.0	100.0

**Table 8. - Furniture Stores**  
**Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	5.0	9.1	2.0	16.1	18.7	2.6	21.3
1950-July-Sept. ..	17.9	18.3	6.4	42.6	28.1	4.8	32.9
Oct.-Dec. ...	18.5	18.7	6.7	43.9	34.3	5.9	40.2
1951-Jan.-Mar. ...	15.3	14.9	5.5	35.7	27.4	4.7	32.1
Apr.-June ...	18.5	15.9	7.2	41.6	24.6	5.3	29.9
July-Sept. ..	17.7	13.1	6.9	37.7	20.8	5.2	26.0
Oct.-Dec. ...	21.1	13.0	8.1	42.2	20.1	5.5	25.6
1952-Jan.-Mar. (1)	15.7	13.5	6.5	35.7	19.1	4.6	23.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1950-July-Sept. ..	42.0	43.0	15.0	100.0	85.4	14.6	100.0
Oct.-Dec. ...	42.1	42.6	15.3	100.0	85.3	14.7	100.0
1951-Jan.-Mar. ...	42.9	41.7	15.4	100.0	85.4	14.6	100.0
Apr.-June ...	44.5	38.2	17.3	100.0	82.3	17.7	100.0
July-Sept. ..	47.0	34.7	18.3	100.0	80.0	20.0	100.0
Oct.-Dec. ...	50.0	30.8	19.2	100.0	78.5	21.5	100.0
1952-Jan.-Mar. (1)	44.0	37.8	18.2	100.0	80.6	19.4	100.0

(1) Preliminary.

**Table 9. - Household Appliance and Radio Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1950-July-Sept. ..	14.6	15.3	7.4	37.3	24.5	6.2	30.7
Oct.-Dec. ...	17.8	16.1	8.1	42.0	28.4	7.8	36.2
1951-Jan.-Mar. ...	14.6	14.3	7.9	36.8	25.7	7.5	33.2
Apr.-June ...	15.8	11.9	8.6	36.3	23.1	7.2	30.3
July-Sept. ..	11.5	9.5	7.6	28.6	18.9	7.0	25.9
Oct.-Dec. ...	14.3	11.6	7.9	33.8	19.5	7.3	26.8
1952-Jan.-Mar. (1)	11.3	13.2	6.6	31.1	21.2	7.3	28.5
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1950-July-Sept. ..	39.2	41.0	19.8	100.0	79.8	20.2	100.0
Oct.-Dec. ...	42.4	38.3	19.3	100.0	78.5	21.5	100.0
1951-Jan.-Mar. ...	39.7	38.8	21.5	100.0	77.4	22.6	100.0
Apr.-June ...	43.5	32.8	23.7	100.0	76.2	23.8	100.0
July-Sept. ..	40.2	33.2	26.6	100.0	73.0	27.0	100.0
Oct.-Dec. ...	42.3	34.3	23.4	100.0	72.8	27.2	100.0
1952-Jan.-Mar. (1)	36.3	42.5	21.2	100.0	74.4	25.6	100.0

**Table 10. - Jewellery Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1950-July-Sept. ..	12.0	4.1	3.1	19.2	5.4	2.1	7.5
Oct. Dec. ...	15.4	7.3	7.2	29.9	6.7	3.7	10.4
1951-Jan.-Mar. ...	8.6	2.3	3.2	14.1	4.3	2.3	6.6
Apr.-June ...	10.6	2.4	3.6	16.6	2.9	2.1	5.0
July-Sept. ..	11.4	3.1	2.8	17.3	2.9	1.8	4.7
Oct.-Dec. ...	18.0	5.5	6.0	29.5	4.2	4.0	8.2
1952-Jan.-Mar. (1)	8.6	2.2	2.8	13.6	2.7	2.0	4.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1950-July-Sept. ..	62.5	21.4	16.1	100.0	72.0	28.0	100.0
Oct.-Dec. ...	51.5	24.4	24.1	100.0	64.4	35.6	100.0
1951-Jan.-Mar. ...	61.0	16.3	22.7	100.0	65.2	34.8	100.0
Apr.-June ...	63.8	14.5	21.7	100.0	58.0	42.0	100.0
July-Sept. ..	65.9	17.9	16.2	100.0	61.7	38.3	100.0
Oct.-Dec. ...	61.0	18.7	20.3	100.0	51.2	48.8	100.0
1952-Jan.-Mar. (1)	63.2	16.2	20.6	100.0	57.4	42.6	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941- $\frac{1}{4}$ yr. average .....	62.5	63.5	36.0	36.5	98.5	20.2
1950-July-Sept. ....	187.6	75.6	60.6	24.4	248.2	25.4
Oct.-Dec. ....	182.1	74.5	62.3	25.5	244.4	28.2
1951-Jan.-Mar. ....	176.6	75.3	58.0	24.7	234.6	25.7
Apr.-June ....	192.4	73.5	69.2	26.5	261.6	27.3
July-Sept. ....	207.0	75.1	68.5	24.9	275.5	27.1
Oct.-Dec. ....	204.4	73.8	72.6	26.2	277.0	29.8
1952-Jan.-Mar. (1) .....	190.4	74.5	65.0	25.5	255.4	28.0

Table 12. - Country General Stores

1941- $\frac{1}{4}$ yr. average .....	36.9	69.2	16.4	30.8	53.3	23.1
1950-July-Sept. ....	95.6	71.8	37.5	28.2	133.1	30.2
Oct.-Dec. ....	94.6	72.5	35.9	27.5	130.5	31.5
1951-Jan.-Mar. ....	71.4	69.3	31.7	30.7	103.1	29.6
Apr.-June ....	98.5	71.5	39.2	28.5	137.7	29.7
July-Sept. ....	104.3	71.6	41.3	28.4	145.6	31.9
Oct.-Dec. ....	108.4	72.8	40.5	27.2	148.9	33.1
1952-Jan.-Mar. (1) .....	82.5	72.0	32.1	28.0	114.6	30.8

Table 13. - Coal and Wood Dealers

1941- $\frac{1}{4}$ yr. average .....	12.3	49.9	12.4	50.1	24.7	12.4
1950-July-Sept. ....	22.7	47.5	25.1	52.5	47.8	19.5
Oct.-Dec. ....	27.6	49.2	28.5	50.8	56.1	23.2
1951-Jan.-Mar. ....	29.1	50.4	28.6	49.6	57.7	22.7
Apr.-June ....	15.5	46.5	17.8	53.5	33.3	16.0
July-Sept. ....	20.2	47.3	22.5	52.7	42.7	19.7
Oct.-Dec. ....	31.5	48.8	33.0	51.2	64.5	25.9
1952-Jan.-Mar. (1) .....	30.0	47.5	33.2	52.5	63.2	24.4

Table 14. - Garages and Filling Stations

1941- $\frac{1}{4}$ yr. average .....	41.2	80.4	10.1	19.6	51.3	8.2
1950-July-Sept. ....	115.7	77.3	33.9	22.7	149.6	25.5
Oct.-Dec. ....	96.3	77.1	28.6	22.9	124.9	25.4
1951-Jan.-Mar. ....	81.8	74.5	28.0	25.5	109.8	24.4
Apr.-June ....	110.6	76.8	33.4	23.2	144.0	26.9
July-Sept. ....	118.5	76.9	35.6	23.1	154.1	28.8
Oct.-Dec. ....	105.0	75.2	34.7	24.8	139.7	28.5
1952-Jan.-Mar. (1) .....	88.2	74.3	30.5	25.7	118.7	27.8

(1) Preliminary.



**Table 15. - All Other Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- <del>4</del> yr. ave. ..	275.4	14.0	46.0	335.4	15.6	44.3	59.9
1950-July-Sept. ..	876.1	31.4	146.1	1,053.6	26.2	90.3	116.5
Oct.-Dec. ...	885.7	32.0	149.4	1,067.1	31.4	104.4	135.8
1951-Jan.-Mar. ...	714.2	27.8	136.5	878.5	26.5	96.5	123.0
Apr.-June ...	908.3	30.8	157.6	1,096.7	22.5	98.7	121.2
July-Sept. ..	934.0	34.8	170.3	1,139.1	18.5	98.8	117.3
Oct.-Dec. ...	962.9	32.7	180.4	1,176.0	19.2	111.1	130.3
1952-Jan.-Mar. (1)	763.7	32.6	153.4	949.7	17.4	97.2	114.6
Percentage Composition							
1941- <del>4</del> yr. ave. ..	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1950-July-Sept. ..	83.1	3.0	13.9	100.0	22.5	77.5	100.0
Oct.-Dec. ...	83.0	3.0	14.0	100.0	23.1	76.9	100.0
1951-Jan.-Mar. ...	81.3	3.2	15.5	100.0	21.5	78.5	100.0
Apr.-June ...	82.8	2.8	14.4	100.0	18.6	81.4	100.0
July-Sept. ..	82.0	3.1	14.9	100.0	15.8	84.2	100.0
Oct.-Dec. ...	81.9	2.8	15.3	100.0	14.7	85.3	100.0
1952-Jan.-Mar. (1)	80.4	3.4	16.2	100.0	15.2	84.8	100.0

(1) Preliminary.







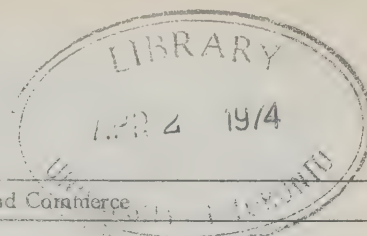




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RETAIL CONSUMER CREDIT

SECOND QUARTER, 1952

Cash, charge and instalment sales for the second quarter reached new high levels of \$2,014.9 million, \$581.1 million and \$355.7 million respectively, representing gains of 25.2%, 15.0% and 78.5% over the first three months of this year. To diminish the seasonal effect, comparison of these record sales with the same quarter of last year indicates respective increases of +1.3%, +7.6% and +77.1%. The gain in cash sales is therefore largely attributed to seasonal fluctuations, but the unprecedented increase in instalment sales, and the significant rise in charge sales is the result of other than normal market influences. The lifting of credit restrictions on May 6 contributed extensively to these abnormal increases.

Type of Sale	Sales - Second Quarter		
	1951	1952	% Change 1952/1951
	(millions of dollars)		
Cash.....	1,989.8	2,014.9	+ 1.3
Instalment.....	200.8	355.7	+ 77.1
Charge.....	540.0	581.1	+ 7.6
TOTAL .....	2,730.6	2,951.7	+ 8.1

Cash sales advanced slightly over the second quarter of last year, principally due to increased sales of the independent grocery and combination stores, and family and women's clothing stores, which outweighed the declines of cash sales of appliance and radio, hardware, motor vehicle and department stores, and coal and wood dealers.



Instalment sales showed advances in all trades except women's clothing which was of the same order. The hardware trade indicated the largest percentage gain of +112.5% but the largest absolute dollar increases appeared in the motor vehicles, department store, apparel and radio, and furniture trades, amounting to \$94.5, \$15.6, \$6.5 and \$6.3 millions respectively.

Customers' accounts receivable at the end of the second quarter of this year, as a result of increased credit sales, showed substantial gains in both instalment and charge receivables over the corresponding time last year. Country general stores was the only trade showing a decline but in this instance, there was a corresponding decrease in credit sales.

SECOND QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1951 and 1952

Trade	Cash Sales			Instalment Sales		
	1951	1952	% Change	1951	1952	% Change
Total, All Trades ....	1989.8	2014.9	+ 1.3	200.8	355.7	+ 77.1
Department .....	158.7	150.3	- 5.3	17.6	33.2	+ 88.6
Motor Vehicle .....	310.4	293.2	- 5.5	114.8	209.3	+ 82.3
Men's Clothing .....	37.8	36.0	- 4.8	1.9	2.0	+ 5.3
Family Clothing .....	32.7	34.9	+ 6.7	3.3	4.0	+ 21.2
Women's Clothing .....	41.4	43.2	+ 4.3	0.6	0.6	0.0
Hardware .....	38.6	35.5	- 8.0	1.6	3.4	+112.5
Furniture .....	18.5	18.8	+ 1.6	15.9	22.2	+ 39.6
Appliance and Radio ..	15.8	12.6	- 20.3	11.9	18.4	+ 54.6
Jewellery .....	10.6	10.5	- 0.9	2.4	3.6	+ 50.0
Grocery & Combination (independent) .....	192.4	207.5	+ 7.8	-	-	-
Country General .....	98.5	101.3	+ 2.8	-	-	-
Coal & Wood .....	15.5	14.5	- 6.5	-	-	-
Garages & Filling Stations .....	110.6	114.7	+ 3.7	-	-	-

Percentage Composition: The seasonal increase in total sales changed in component composition with an abnormal increase in instalment sales. The proportion of instalment sales to total sales changed from 8.6% for the first three months to 12.0% for the second quarter of this year, last year's second quarter being 7.3%. This change in proportion was almost entirely absorbed by cash sales; the charge sales showed only slight declines from the proportions of last year's corresponding quarter. Department stores, men's and family clothing trades were exceptions in that both instalment and charge proportions increased and cash sales proportions declined correspondingly. Independent grocery and combination stores and country general stores showed increased proportions of cash sales.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

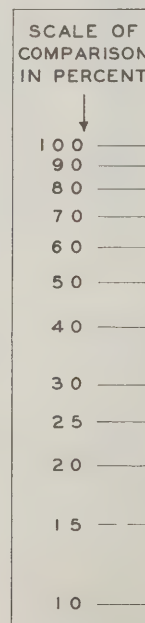
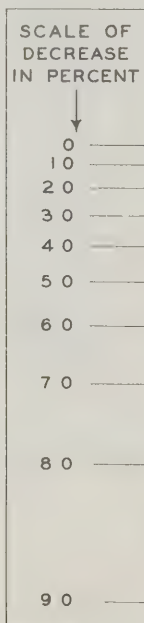
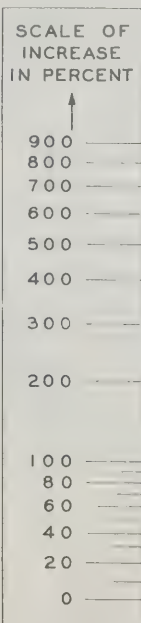
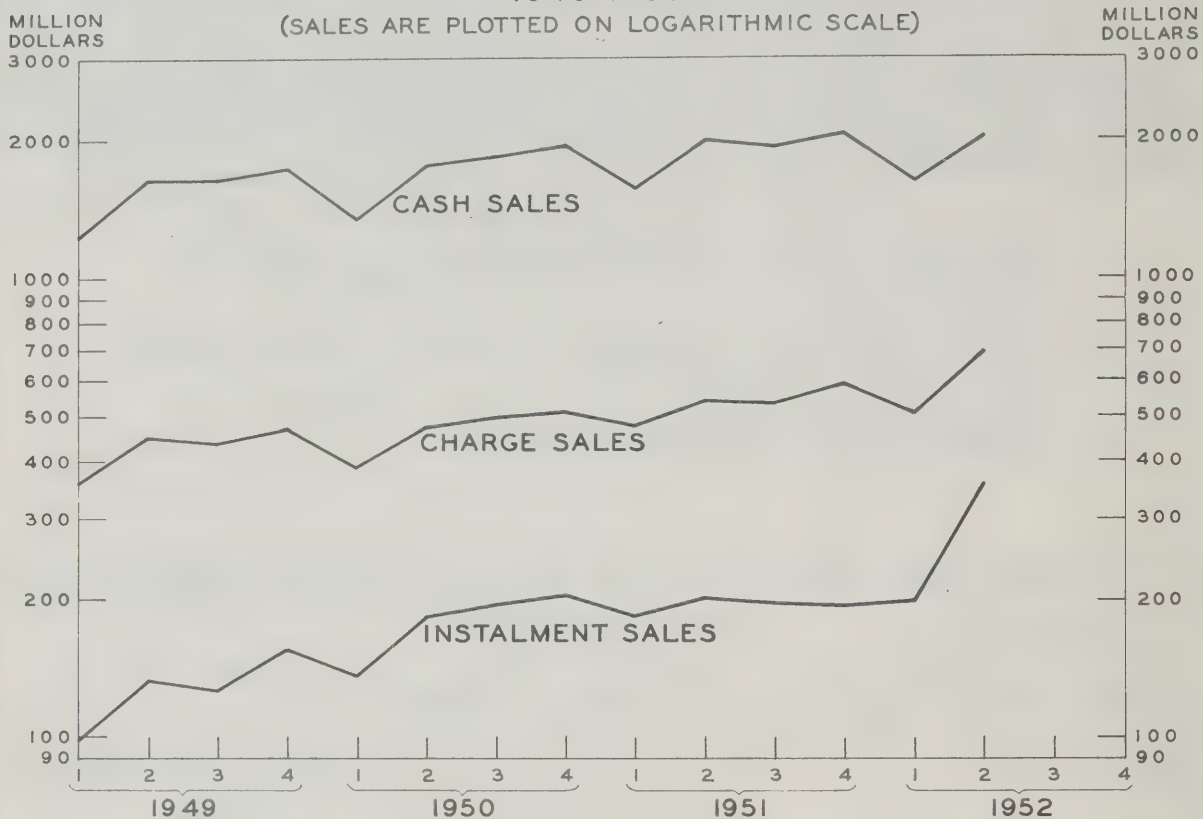
Charge Sales			Total Receivables			Trade
1951	1952	% Change	1951	1952	% Change	
540.0	581.1	+ 7.6	478.3	534.4	+ 11.7	Total, All Trades
45.0	52.3	+ 16.2	66.3	76.0	+ 14.6	Department
117.8	129.0	+ 9.5	79.7	94.6	+ 18.7	Motor Vehicle
6.9	7.9	+ 14.5	9.7	11.9	+ 22.7	Men's Clothing
6.6	7.8	+ 18.2	9.9	11.7	+ 18.2	Family Clothing
6.6	6.9	+ 4.5	6.3	7.4	+ 17.5	Women's Clothing
20.5	19.9	- 2.9	20.1	21.1	+ 5.0	Hardware
7.2	8.4	+ 16.7	29.9	31.0	+ 3.7	Furniture
8.6	8.0	- 7.0	30.3	35.9	+ 18.5	Appliance & Radio
3.6	3.4	- 5.6	5.0	5.6	+ 12.0	Jewellery
						Grocery & Combination
69.2	68.0	- 1.7	27.3	27.7	+ 1.5	(independent)
39.2	38.5	- 1.8	29.7	29.2	- 1.7	Country General
17.8	19.7	+ 10.7	16.0	17.5	+ 9.4	Coal & Wood
						Garages & Filling
33.4	36.2	+ 8.4	26.9	29.5	+ 9.7	Stations

# RETAIL CONSUMER CREDIT

## CASH, CHARGE AND INSTALMENT SALES BY QUARTERS

### 1949-1952

(SALES ARE PLOTTED ON LOGARITHMIC SCALE)





**Table 1. - Total, All Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	615.2	76.1	168.0	859.3	82.6	157.6	240.2
1951-Jan.-Mar. ...	1,589.0	183.8	476.8	2,249.6	143.2	348.7	491.9
Apr.-June ...	1,989.8	200.8	540.0	2,730.6	121.8	356.5	478.3
July-Sept. ..	1,920.5	197.4	536.5	2,654.4	99.8	356.9	456.7
Oct.-Dec. ...	2,030.4	192.8	587.2	2,810.4	104.0	401.5	505.5
1952-Jan.-Mar. ...	1,609.5	199.3	505.4	2,314.2	96.5	352.5	449.0
Apr.-June (1)	2,014.9	355.7	581.1	2,951.7	137.5	396.9	534.4
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1951-Jan.-Mar. ...	70.6	8.2	21.2	100.0	29.1	70.9	100.0
Apr.-June ...	72.9	7.3	19.8	100.0	25.5	74.5	100.0
July-Sept. ..	72.4	7.4	20.2	100.0	21.9	78.1	100.0
Oct.-Dec. ...	72.2	6.9	20.9	100.0	20.6	79.4	100.0
1952-Jan.-Mar. ...	69.6	8.6	21.8	100.0	21.5	78.5	100.0
Apr.-June (1)	68.3	12.0	19.7	100.0	25.7	74.3	100.0

**Table 2. - Department Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	71.6	11.1	11.7	94.4	17.9	11.1	29.0
1951-Jan.-Mar. ...	131.9	20.2	37.0	189.1	44.6	30.1	74.7
Apr.-June ...	158.7	17.6	45.0	221.3	34.1	32.2	66.3
July-Sept. ..	134.9	14.3	39.2	188.4	25.9	32.8	58.7
Oct.-Dec. ...	214.1	24.9	63.9	302.9	26.5	48.6	75.1
1952-Jan.-Mar. ...	129.9	14.8	40.9	185.6	21.5	37.0	58.5
Apr.-June (1)	150.3	33.2	52.3	235.8	35.8	40.2	76.0
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1951-Jan.-Mar. ...	69.7	10.7	19.6	100.0	59.7	40.3	100.0
Apr.-June ...	71.7	8.0	20.3	100.0	51.4	48.6	100.0
July-Sept. ..	71.6	7.6	20.8	100.0	44.1	55.9	100.0
Oct.-Dec. ...	70.7	8.2	21.1	100.0	35.3	64.7	100.0
1952-Jan.-Mar. ...	70.0	8.0	22.0	100.0	36.8	63.2	100.0
Apr.-June (1)	63.7	14.1	22.2	100.0	47.1	52.9	100.0

(1) Preliminary.



**Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1951-Jan.-Mar. ...	242.9	97.6	110.3	450.8	6.4	70.1	76.5
Apr.-June ...	310.4	114.8	117.8	543.0	5.8	73.9	79.7
July-Sept. ..	228.2	116.9	106.7	451.8	4.9	66.2	71.1
Oct.-Dec. ...	173.6	95.7	97.0	366.3	5.1	66.0	71.1
1952-Jan.-Mar. ...	183.2	115.0	103.0	401.2	5.4	59.1	64.5
Apr.-June (1)	293.2	209.3	129.0	631.5	9.0	85.6	94.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1951-Jan.-Mar. ...	53.9	21.6	24.5	100.0	8.4		100.0
Apr.-June ...	57.2	21.1	21.7	100.0	7.3	92.7	100.0
July-Sept. ..	50.5	25.9	23.6	100.0	6.9	93.1	100.0
Oct.-Dec. ...	47.4	26.1	26.5	100.0	7.2	92.8	100.0
1952-Jan.-Mar. ...	45.6	28.7	25.7	100.0	8.4	91.6	100.0
Apr.-June (1)	46.4	33.2	20.4	100.0	9.5	90.5	100.0

**Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	16.4	0.9	2.6	19.9	1.1	3.2	4.3
1951-Jan.-Mar. ...	28.5	1.7	6.3	36.5	2.4	7.1	9.5
Apr.-June ...	37.8	1.9	6.9	46.6	2.3	7.4	9.7
July-Sept. ..	31.4	1.4	5.6	38.4	1.9	6.9	8.8
Oct.-Dec. ...	49.4	2.7	9.1	61.2	2.8	8.6	11.4
1952-Jan.-Mar. ...	28.4	1.4	6.5	36.3	2.0	7.8	9.8
Apr.-June (1)	36.0	2.0	7.9	45.9	2.4	9.5	11.9
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1951-Jan.-Mar. ...	78.1	4.6	17.3	100.0	25.3	74.7	100.0
Apr.-June ...	81.1	4.1	14.8	100.0	23.7	76.3	100.0
July-Sept. ..	81.8	3.6	14.6	100.0	21.6	78.4	100.0
Oct.-Dec. ...	80.7	4.4	14.9	100.0	24.6	75.4	100.0
1952-Jan.-Mar. ...	78.2	3.9	17.9	100.0	20.4	79.6	100.0
Apr.-June (1)	78.4	4.4	17.2	100.0	20.2	79.8	100.0

(1) Preliminary.

**Table 5. - Family Clothing Stores**  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1951-Jan.-Mar. ...	23.9	2.6	5.2	31.7	3.7	6.0	9.7
Apr.-June ...	32.7	3.3	6.6	42.6	3.8	6.1	9.9
July-Sept. ..	30.5	2.4	5.2	38.1	3.6	5.7	9.3
Oct.-Dec. ...	45.2	4.9	8.9	59.0	5.1	7.4	12.5
1952-Jan.-Mar. ...	25.1	2.4	5.4	32.9	4.0	6.2	10.2
Apr.-June (1)	34.9	4.0	7.8	46.7	4.4	7.3	11.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1951-Jan.-Mar. ...	75.4	8.2	16.4	100.0	38.1	61.9	100.0
Apr.-June ...	76.8	7.7	15.5	100.0	38.4	61.6	100.0
July-Sept. ..	80.1	6.3	13.6	100.0	38.7	61.3	100.0
Oct.-Dec. ...	76.6	8.3	15.1	100.0	40.8	59.2	100.0
1952-Jan.-Mar. ...	76.3	7.3	16.4	100.0	39.2	60.8	100.0
Apr.-June (1)	74.7	8.6	16.7	100.0	37.6	62.4	100.0

**Table 6. - Women's Clothing Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1951-Jan.-Mar. ...	27.8	0.6	5.7	34.1	0.7	6.5	7.2
Apr.-June ...	41.4	0.6	6.6	48.6	0.7	5.6	6.3
July-Sept. ..	35.8	0.5	6.1	42.4	0.5	6.3	6.8
Oct.-Dec. ...	43.6	0.6	7.8	52.0	0.6	7.1	7.7
1952-Jan.-Mar. ...	31.8	0.5	6.9	39.2	0.5	7.3	7.8
Apr.-June (1)	43.2	0.6	6.9	50.7	0.9	6.5	7.4
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1951-Jan.-Mar. ...	81.5	1.8	16.7	100.0	9.7	90.3	100.0
Apr.-June ...	85.2	1.2	13.6	100.0	11.1	88.9	100.0
July-Sept. ..	84.4	1.2	14.4	100.0	7.4	92.6	100.0
Oct.-Dec. ...	83.8	1.2	15.0	100.0	7.8	92.2	100.0
1952-Jan.-Mar. ...	81.1	1.3	17.6	100.0	6.4	93.6	100.0
Apr.-June (1)	85.2	1.2	13.6	100.0	12.2	87.8	100.0

(1) Preliminary.

**Table 7. - Hardware Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1951-Jan.-Mar. ...	22.4	1.8	12.9	37.1	1.5	15.5	17.0
Apr.-June ...	38.6	1.6	20.5	60.7	2.0	18.1	20.1
July-Sept. ...	35.1	1.4	18.2	54.7	1.9	18.7	20.6
Oct.-Dec. ...	38.9	1.2	17.3	57.4	0.9	18.6	19.5
1952-Jan.-Mar. ...	22.1	2.3	12.6	37.0	1.3	15.7	17.0
Apr.-June (1)	35.5	3.4	19.9	58.8	2.0	19.1	21.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1951-Jan.-Mar. ...	60.4	4.8	34.8	100.0	8.8	91.2	100.0
Apr.-June ...	63.6	2.6	33.8	100.0	10.0	90.0	100.0
July-Sept. ...	64.1	2.6	33.3	100.0	9.2	90.8	100.0
Oct.-Dec. ...	67.8	2.1	30.1	100.0	4.6	95.4	100.0
1952-Jan.-Mar. ...	59.7	6.2	34.1	100.0	7.6	92.4	100.0
Apr.-June (1)	60.4	5.8	33.8	100.0	9.5	90.5	100.0

**Table 8. - Furniture Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	5.0	9.1	2.0	16.1	18.7	2.6	21.3
1951-Jan.-Mar. ...	15.3	14.9	5.5	35.7	27.4	4.7	32.1
Apr.-June ...	18.5	15.9	7.2	41.6	24.6	5.3	29.9
July-Sept. ...	17.7	13.1	6.9	37.7	20.8	5.2	26.0
Oct.-Dec. ...	21.1	13.0	8.1	42.2	20.1	5.5	25.6
1952-Jan.-Mar. ...	15.6	13.5	6.6	35.7	19.2	4.6	23.8
Apr.-June (1)	18.8	22.2	8.4	49.4	25.4	5.6	31.0
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1951-Jan.-Mar. ...	42.9	41.7	15.4	100.0	85.4	14.6	100.0
Apr.-June ...	44.5	38.2	17.3	100.0	82.3	17.7	100.0
July-Sept. ...	47.0	34.7	18.3	100.0	80.0	20.0	100.0
Oct.-Dec. ...	50.0	30.8	19.2	100.0	78.5	21.5	100.0
1952-Jan.-Mar. ...	43.7	37.8	18.5	100.0	80.7	19.3	100.0
Apr.-June (1)	38.1	44.9	17.0	100.0	81.9	18.1	100.0

(1) Preliminary.



**Table 9. - Household Appliance and Radio Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1951-Jan.-Mar. ...	14.6	14.3	7.9	36.8	25.7	7.5	33.2
Apr.-June ...	15.8	11.9	8.6	36.3	23.1	7.2	30.3
July-Sept. ..	11.5	9.5	7.6	28.6	18.9	7.0	25.9
Oct.-Dec. ...	14.3	11.6	7.9	33.8	19.5	7.3	26.8
1952-Jan.-Mar. ...	11.4	13.5	6.2	31.1	22.1	6.6	28.7
Apr.-June (1)	12.6	18.4	8.0	39.0	28.6	7.3	35.9
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1951-Jan.-Mar. ...	39.7	38.8	21.5	100.0	77.4	22.6	100.0
Apr.-June ...	43.5	32.8	23.7	100.0	76.2	23.8	100.0
July-Sept. ..	40.2	33.2	26.6	100.0	73.0	27.0	100.0
Oct.-Dec. ...	42.3	34.3	23.4	100.0	72.8	27.2	100.0
1952-Jan.-Mar. ...	36.7	43.4	19.9	100.0	77.0	23.0	100.0
Apr.-June (1)	32.3	47.2	20.5	100.0	79.7	20.3	100.0

**Table 10. - Jewellery Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1951-Jan.-Mar. ...	8.6	2.3	3.2	14.1	4.3	2.3	6.6
Apr.-June ...	10.6	2.4	3.6	16.6	2.9	2.1	5.0
July-Sept. ..	11.4	3.1	2.8	17.3	2.9	1.8	4.7
Oct.-Dec. ...	18.0	5.5	6.0	29.5	4.2	4.0	8.2
1952-Jan.-Mar. ...	8.6	2.2	2.8	13.6	2.6	2.0	4.6
Apr.-June (1)	10.5	3.6	3.4	17.5	3.5	2.1	5.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1951-Jan.-Mar. ...	61.0	16.3	22.7	100.0	65.2	34.8	100.0
Apr.-June ...	63.8	14.5	21.7	100.0	58.0	42.0	100.0
July-Sept. ..	65.9	17.9	16.2	100.0	61.7	38.3	100.0
Oct.-Dec. ...	61.0	18.7	20.3	100.0	51.2	48.8	100.0
1952-Jan.-Mar. ...	63.2	16.2	20.6	100.0	56.5	43.5	100.0
Apr.-June (1)	60.0	20.6	19.4	100.0	62.5	37.5	100.0

(1) Preliminary.



Table 11. - Grocery and Combination Stores (Independent)  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941- $\frac{1}{4}$ yr. ave. ....	62.5	63.5	36.0	36.5	98.5	20.2
1951-Jan.-Mar. ....	176.6	75.3	58.0	24.7	234.6	25.7
Apr.-June ....	192.4	73.5	69.2	26.5	261.6	27.3
July-Sept. ....	207.0	75.1	68.5	24.9	275.5	27.1
Oct.-Dec. ....	204.4	73.8	72.6	26.2	277.0	29.8
1952-Jan.-Mar. ....	192.0	75.2	63.4	24.8	255.4	27.3
Apr.-June (1)	207.5	75.3	68.0	24.7	275.5	27.7

Table 12. - Country General Stores

1941- $\frac{1}{4}$ yr. ave. ....	36.9	69.2	16.4	30.8	53.3	23.1
1951-Jan.-Mar. ....	71.4	69.3	31.7	30.7	103.1	29.6
Apr.-June ....	98.5	71.5	39.2	28.5	137.7	29.7
July-Sept. ....	104.3	71.6	41.3	28.4	145.6	31.9
Oct.-Dec. ....	108.4	72.8	40.5	27.2	148.9	33.1
1952-Jan.-Mar. ....	81.7	71.3	32.9	28.7	114.6	29.3
Apr.-June (1)	101.3	72.5	38.5	27.5	139.8	29.2

Table 13. - Coal and Wood Dealers

1941- $\frac{1}{4}$ yr. ave. ....	12.3	49.9	12.4	50.1	24.7	12.4
1951-Jan.-Mar. ....	29.1	50.4	28.6	49.6	57.7	22.7
Apr.-June ....	15.5	46.5	17.8	53.5	33.3	16.0
July-Sept. ....	20.2	47.3	22.5	52.7	42.7	19.7
Oct.-Dec. ....	31.5	48.8	33.0	51.2	64.5	25.9
1952-Jan.-Mar. ....	29.9	47.3	33.3	52.7	63.2	25.3
Apr.-June (1)	14.5	42.4	19.7	57.6	34.2	17.5

Table 14. - Garages and Filling Stations

1941- $\frac{1}{4}$ yr. ave. ....	41.2	80.4	10.1	19.6	51.3	8.2
1951-Jan.-Mar. ....	81.8	74.5	28.0	25.5	109.8	24.4
Apr.-June ....	110.6	76.8	33.4	23.2	144.0	26.9
July-Sept. ....	118.5	76.9	35.6	23.1	154.1	28.8
Oct.-Dec. ....	105.0	75.2	34.7	24.8	139.7	28.5
1952-Jan.-Mar. ....	88.5	74.6	30.2	25.4	118.7	26.7
Apr.-June (1)	114.7	76.0	36.2	24.0	150.9	29.5

(1) Preliminary.

**Table 15. - All Other Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	275.4	14.0	46.0	335.4	15.6	44.3	59.9
1951-Jan.-Mar. ...	714.2	27.8	136.5	878.5	26.5	96.5	123.0
Apr.-June ...	908.3	30.8	157.6	1,096.7	22.5	98.7	121.2
July-Sept. ..	934.0	34.8	170.3	1,139.1	18.5	98.8	117.3
Oct.-Dec. ...	962.9	32.7	180.4	1,176.0	19.2	111.1	130.3
1952-Jan.-Mar. ...	761.3	33.7	154.7	949.7	17.9	97.6	115.5
Apr.-June (1)	941.9	59.0	175.1	1,176.0	25.5	109.8	135.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1951-Jan.-Mar. ...	81.3	3.2	15.5	100.0	21.5	78.5	100.0
Apr.-June ...	82.8	2.8	14.4	100.0	18.6	81.4	100.0
July-Sept. ..	82.0	3.1	14.9	100.0	15.8	84.2	100.0
Oct.-Dec. ...	81.9	2.8	15.3	100.0	14.7	85.3	100.0
1952-Jan.-Mar. ...	80.2	3.5	16.3	100.0	15.5	84.5	100.0
Apr.-June (1)	80.1	5.0	14.9	100.0	18.8	81.2	100.0

(1) Preliminary.





Canada

MERCHANDISING FILE 25

## DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

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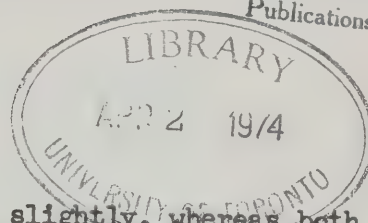
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## RETAIL CONSUMER CREDIT

THIRD QUARTER, 1952



Cash sales for the third quarter decreased only slightly, whereas both charge and instalment sales showed more than normal seasonal declines. Despite the declines from the record sales levels established last quarter, cash, instalment, and charge sales amounting to \$1,990.0 million, \$314.0 million and \$566.5 million respectively, levelled at a new high for the third quarter. To diminish the seasonal effect, comparison with the third quarter sales of last year, indicates respective increases of +3.6%, +59.1% and +5.6%. The high level of credit sales is continued, but followed a more normal pattern, since the revocation of consumer credit restrictions on May 6 of this year.

Type of Sale	Sales - Third Quarter		
	1951	1952	% Change 1952/1951
	(millions of dollars)		
Cash.....	1,920.5	1,990.0	+ 3.6
Instalment.....	197.4	314.0	+ 59.1
Charge.....	536.5	566.5	+ 5.6
TOTAL .....	2,654.4	2,870.5	+ 8.1

Cash sales advanced 3.6% over the third quarter of last year, chiefly due to increased sales of the appliance and radio, independent grocery and combination, and family clothing stores, and garages and filling stations, and motor vehicle dealers. These increased sales more than outweighed the declines noted in department, jewellery, furniture and men's clothing stores and coal and wood dealers.

UNIVERSITY OF TORONTO  
DEPT. OF POLITICAL ECONOMY



Instalment sales compared to the third quarter of last year, showed advances in all trades which extend this form of credit, except women's clothing which was of the same order. Department stores showed the greatest percentage increase of +169.9% representing an absolute increase of \$24.3 million. Motor vehicle dealers' increase of 38.7% represented the largest absolute gain of \$45.2 million.

Charge sales showed increases over the third quarter of last year in all trades except furniture and country general stores. The greatest percentage increase occurred in women's clothing store sales (+18.0%), but the largest absolute advances were experienced by department stores and motor vehicle trades amounting to \$3.7 and \$3.5 million respectively.

Customers' accounts receivable at the end of the third quarter of this year showed substantial gains in both instalment and charge receivables, over the corresponding date last year. Although credit sales declined from last quarter, the receivables increased substantially and showed a definite shift towards instalment receivables. The receivables are now showing the cumulative effect of the lifting of credit restrictions, indicating a lengthening of payment time and a decrease in amount of initial down payment. The shift to a higher proportion of instalment receivables substantiates this trend.

### THIRD QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1951 and 1952

Trade	Cash Sales			Instalment Sales		
	1951	1952	% Change	1951	1952	% Change
Total, All Trades .....	1920.5	1990.0	+ 3.6	197.4	314.0	+ 59.1
Department .....	134.9	132.3	- 1.9	14.3	38.6	+169.9
Motor Vehicle .....	228.2	232.5	+ 1.9	116.9	162.1	+ 38.7
Men's Clothing .....	31.4	31.0	- 1.3	1.4	1.7	+ 21.4
Family Clothing .....	30.5	32.5	+ 6.6	2.4	2.7	+ 12.5
Women's Clothing .....	35.8	35.7	- 0.3	0.5	0.5	0.0
Hardware .....	35.1	34.6	- 1.4	1.4	3.6	+157.1
Furniture .....	17.7	17.1	- 3.4	13.1	25.6	+ 95.4
Appliance & Radio .....	11.5	13.3	+ 15.7	9.5	17.6	+ 85.3
Jewellery .....	11.4	10.9	- 4.4	3.1	4.4	+ 41.9
Grocery & Combination (independent) .....	207.0	213.7	+ 3.2	-	-	-
Country General .....	104.3	105.8	+ 1.4	-	-	-
Coal & Wood .....	20.2	18.8	- 6.9	-	-	-
Garages & Filling Stations .....	118.5	125.3	+ 5.7	-	-	-

**Percentage Composition:** The decrease of total sales from the second quarter changed the component composition only slightly. Increases of +0.6 and +0.3 occurred in the proportion ratios of cash and charge sales respectively. The ratio of instalment sales to total sales was therefore reduced by -0.9 to +11.0, an abnormally high proportion for the third quarter. The change in percentage composition experienced by department stores, men's clothing, hardware, furniture and jewellery stores for the third quarter was directly opposite to that experienced by all trades combined. That is, the proportion of cash and charge sales decreased and instalment sales' proportion increased correspondingly.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

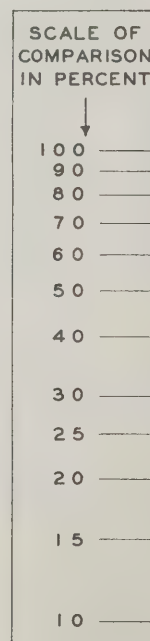
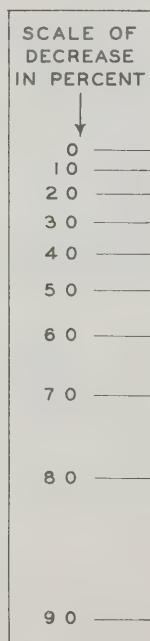
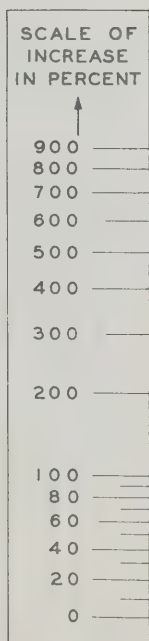
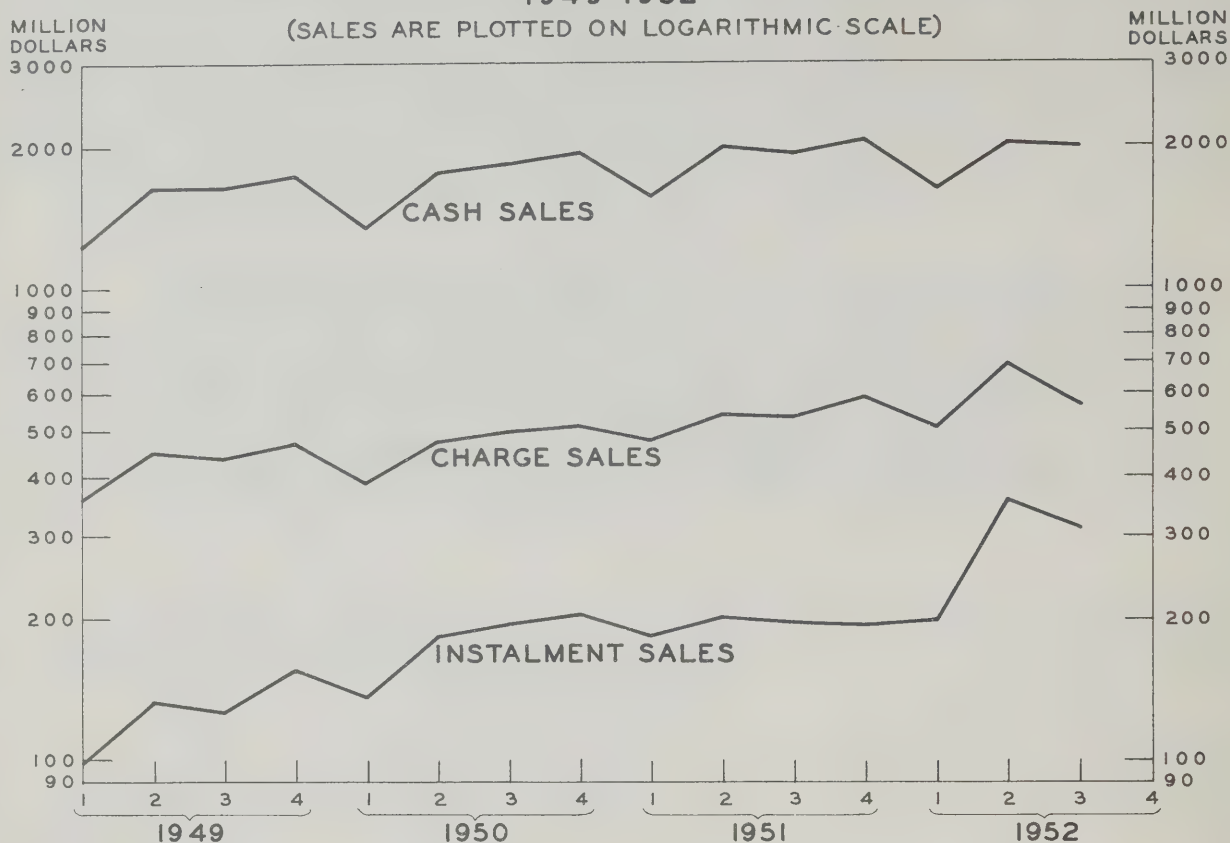
Charge Sales			Total Receivables			Trade
1951	1952	% Change	1951	1952	% Change	
536.5	566.5	+ 5.6	456.7	601.1	+ 31.6	Total, All Trades
39.2	42.9	+ 9.4	58.7	92.8	+ 58.1	Department
106.7	110.2	+ 3.3	71.1	94.6	+ 33.1	Motor Vehicle
5.6	5.9	+ 5.4	8.8	10.0	+ 13.6	Men's Clothing
5.2	5.8	+ 11.5	9.3	11.4	+ 22.6	Family Clothing
6.1	7.2	+ 18.0	6.8	10.3	+ 51.4	Women's Clothing
18.2	19.8	+ 8.8	20.6	22.4	+ 8.7	Hardware
6.9	6.2	- 10.1	26.0	46.2	+ 77.7	Furniture
7.6	7.8	+ 2.6	25.9	42.0	+ 62.2	Appliance & Radio
2.8	3.0	+ 7.1	4.7	7.6	+ 61.7	Jewellery
68.5	70.5	+ 2.9	27.1	28.6	+ 5.5	Grocery & Combination (independent)
41.3	40.8	- 1.2	31.9	34.1	+ 6.9	Country General
22.5	25.1	+ 11.6	19.7	20.1	+ 2.0	Coal & Wood
35.6	36.8	+ 3.4	28.8	31.1	+ 8.0	Garages & Filling Stations

# RETAIL CONSUMER CREDIT

## CASH, CHARGE AND INSTALMENT SALES BY QUARTERS

### 1949-1952

(SALES ARE PLOTTED ON LOGARITHMIC SCALE)





**Table 1. - Total, All Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	615.2	76.1	168.0	859.3	82.6	157.6	240.2
1951-Apr.-June ...	1,989.8	200.8	540.0	2,730.6	121.8	356.5	478.3
July-Sept. ..	1,920.5	197.4	536.5	2,654.4	99.8	356.9	456.7
Oct.-Dec. ...	2,030.4	192.8	587.2	2,810.4	104.0	401.5	505.5
1952-Jan.-Mar. ...	1,609.5	199.3	505.4	2,314.2	96.5	352.5	449.0
Apr.-June ...	2,027.6	350.5	573.6	2,951.7	136.3	397.1	533.4
July-Sept.(1)	1,990.0	314.0	566.5	2,870.5	180.3	420.8	601.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1951-Apr.-June ...	72.9	7.3	19.8	100.0	25.5	74.5	100.0
July-Sept. ..	72.4	7.4	20.2	100.0	21.9	78.1	100.0
Oct.-Dec. ...	72.2	6.9	20.9	100.0	20.6	79.4	100.0
1952-Jan.-Mar. ...	69.6	8.6	21.8	100.0	21.5	78.5	100.0
Apr.-June ...	68.7	11.9	19.4	100.0	25.6	74.4	100.0
July-Sept.(1)	69.3	11.0	19.7	100.0	30.0	70.0	100.0

**Table 2. - Department Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	71.6	11.1	11.7	94.4	17.9	11.1	29.0
1951-Apr.-June ...	158.7	17.6	45.0	221.3	34.1	32.2	66.3
July-Sept. ..	134.9	14.3	39.2	188.4	25.9	32.8	58.7
Oct.-Dec. ...	214.1	24.9	63.9	302.9	26.5	48.6	75.1
1952-Jan.-Mar. ...	129.9	14.8	40.9	185.6	21.5	37.0	58.5
Apr.-June ...	150.6	33.2	52.0	235.8	35.7	40.0	75.7
July-Sept.(1)	132.3	38.6	42.9	213.8	52.0	40.8	92.8
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1951-Apr.-June ...	71.7	8.0	20.3	100.0	51.4	48.6	100.0
July-Sept. ..	71.6	7.6	20.8	100.0	44.1	55.9	100.0
Oct.-Dec. ...	70.7	8.2	21.1	100.0	35.3	64.7	100.0
1952-Jan.-Mar. ...	70.0	8.0	22.0	100.0	36.8	63.2	100.0
Apr.-June ...	63.9	14.1	22.0	100.0	47.2	52.8	100.0
July-Sept.(1)	61.9	18.1	20.0	100.0	56.0	44.0	100.0

(1) Preliminary.



**Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1951-Apr.-June ...	310.4	114.8	117.8	543.0	5.8	73.9	79.7
July-Sept. ...	228.2	116.9	106.7	451.8	4.9	66.2	71.1
Oct.-Dec. ...	173.6	95.7	97.0	366.3	5.1	66.0	71.1
1952-Jan.-Mar. ...	183.2	115.0	103.0	401.2	5.4	59.1	64.5
Apr.-June ...	300.0	205.8	125.7	631.5	9.0	85.6	94.6
July-Sept.(1)	232.5	162.1	110.2	504.8	8.5	86.1	94.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1951-Apr.-June ...	57.2	21.1	21.7	100.0	7.3	92.7	100.0
July-Sept. ...	50.5	25.9	23.6	100.0	6.9	93.1	100.0
Oct.-Dec. ...	47.4	26.1	26.5	100.0	7.2	92.8	100.0
1952-Jan.-Mar. ...	45.6	28.7	25.7	100.0	8.4	91.6	100.0
Apr.-June ...	47.5	32.6	19.9	100.0	9.5	90.5	100.0
July-Sept.(1)	46.1	32.1	21.8	100.0	9.0	91.0	100.0

**Table 4. - Men's Clothing  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	16.4	0.9	2.6	19.9	1.1	3.2	4.3
1951-Apr.-June ...	37.8	1.9	6.9	46.6	2.3	7.4	9.7
July-Sept. ...	31.4	1.4	5.6	38.4	1.9	6.9	8.8
Oct.-Dec. ...	49.4	2.7	9.1	61.2	2.8	8.6	11.4
1952-Jan.-Mar. ...	28.4	1.4	6.5	36.3	2.0	7.8	9.8
Apr.-June ...	36.9	1.9	7.1	45.9	2.3	8.5	10.8
July-Sept.(1)	31.0	1.7	5.9	38.6	2.4	7.6	10.0
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1951-Apr.-June ...	81.1	4.1	14.8	100.0	23.7	76.3	100.0
July-Sept. ...	81.8	3.6	14.6	100.0	21.6	78.4	100.0
Oct.-Dec. ...	80.7	4.4	14.9	100.0	24.6	75.4	100.0
1952-Jan.-Mar. ...	78.2	3.9	17.9	100.0	20.4	79.6	100.0
Apr.-June ...	80.4	4.1	15.5	100.0	21.3	78.7	100.0
July-Sept.(1)	80.3	4.4	15.3	100.0	24.0	76.0	100.0

(1) Preliminary.

**Table 5. - Family Clothing Stores**  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1951-Apr.-June ...	32.7	3.3	6.6	42.6	3.8	6.1	9.9
July-Sept. ..	30.5	2.4	5.2	38.1	3.6	5.7	9.3
Oct.-Dec. ...	45.2	4.9	8.9	59.0	5.1	7.4	12.5
1952-Jan.-Mar. ...	25.1	2.4	5.4	32.9	4.0	6.2	10.2
Apr.-June ...	34.8	3.8	8.1	46.7	4.6	7.3	11.9
July-Sept.(1)	32.5	2.7	5.8	41.0	4.6	6.8	11.4
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	76.8	11.2	12.0	100.0	56.9	43.1	100.0
1951-Apr.-June ...	76.8	7.7	15.5	100.0	38.4	61.6	100.0
July-Sept. ..	80.1	6.3	13.6	100.0	38.7	61.3	100.0
Oct.-Dec. ...	76.6	8.3	15.1	100.0	40.8	59.2	100.0
1952-Jan.-Mar. ...	76.3	7.3	16.4	100.0	39.2	60.8	100.0
Apr.-June ...	74.5	8.1	17.4	100.0	38.7	61.3	100.0
July-Sept.(1)	79.3	6.6	14.1	100.0	40.4	59.6	100.0

**Table 6. - Women's Clothing Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1951-Apr.-June ...	41.4	0.6	6.6	48.6	0.7	5.6	6.3
July-Sept. ..	35.8	0.5	6.1	42.4	0.5	6.3	6.8
Oct.-Dec. ...	43.6	0.6	7.8	52.0	0.6	7.1	7.7
1952-Jan.-Mar. ...	31.8	0.5	6.9	39.2	0.5	7.3	7.8
Apr.-June ...	42.7	0.5	7.5	50.7	0.6	7.2	7.8
July-Sept.(1)	35.7	0.5	7.2	43.4	0.7	9.6	10.3
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	84.8	4.6	10.6	100.0	34.5	65.5	100.0
1951-Apr.-June ...	85.2	1.2	13.6	100.0	11.1	88.9	100.0
July-Sept. ..	84.4	1.2	14.4	100.0	7.4	92.6	100.0
Oct.-Dec. ...	83.8	1.2	15.0	100.0	7.8	92.2	100.0
1952-Jan.-Mar. ...	81.1	1.3	17.6	100.0	6.4	93.6	100.0
Apr.-June ...	84.2	1.0	14.8	100.0	7.7	92.3	100.0
July-Sept.(1)	82.3	1.1	16.6	100.0	6.8	93.2	100.0

(1) Preliminary.

**Table 7. - Hardware Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1951-Apr.-June ...	38.6	1.6	20.5	60.7	2.0	18.1	20.1
July-Sept. ..	35.1	1.4	18.2	54.7	1.9	18.7	20.6
Oct.-Dec. ...	38.9	1.2	17.3	57.4	0.9	18.6	19.5
1952-Jan.-Mar. ...	22.1	2.3	12.6	37.0	1.3	15.7	17.0
Apr.-June ...	36.2	3.6	19.0	58.8	1.9	19.2	21.1
July-Sept.(1)	34.6	3.6	19.8	58.0	2.1	20.3	22.4
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	61.3	5.5	33.2	100.0	13.4	86.6	100.0
1951-Apr.-June ...	63.6	2.6	33.8	100.0	10.0	90.0	100.0
July-Sept. ..	64.1	2.6	33.3	100.0	9.2	90.8	100.0
Oct.-Dec. ...	67.8	2.1	30.1	100.0	4.6	95.4	100.0
1952-Jan.-Mar. ...	59.7	6.2	34.1	100.0	7.6	92.4	100.0
Apr.-June ...	61.6	6.1	32.3	100.0	9.0	91.0	100.0
July-Sept.(1)	59.7	6.2	34.1	100.0	9.4	90.6	100.0

**Table 8. - Furniture Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	5.0	9.1	2.0	16.1	18.7	2.6	21.3
1951-Apr.-June ...	18.5	15.9	7.2	41.6	24.6	5.3	29.9
July-Sept. ..	17.7	13.1	6.9	37.7	20.8	5.2	26.0
Oct.-Dec. ...	21.1	13.0	8.1	42.2	20.1	5.5	25.6
1952-Jan.-Mar. ...	15.6	13.5	6.6	35.7	19.2	4.6	23.8
Apr.-June ...	18.7	22.4	8.3	49.4	25.9	5.6	31.5
July-Sept.(1)	17.1	25.6	6.2	48.9	38.9	7.3	46.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	31.0	56.6	12.4	100.0	87.8	12.2	100.0
1951-Apr.-June ...	44.5	38.2	17.3	100.0	82.3	17.7	100.0
July-Sept. ..	47.0	34.7	18.3	100.0	80.0	20.0	100.0
Oct.-Dec. ...	50.0	30.8	19.2	100.0	78.5	21.5	100.0
1952-Jan.-Mar. ...	43.7	37.8	18.5	100.0	80.7	19.3	100.0
Apr.-June ...	37.9	45.3	16.8	100.0	82.2	17.8	100.0
July-Sept.(1)	35.0	52.3	12.7	100.0	84.2	15.8	100.0

(1) Preliminary.



**Table 9. - Household Appliance and Radio Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1951-Apr.-June ...	15.8	11.9	8.6	36.3	23.1	7.2	30.3
July-Sept. ..	11.5	9.5	7.6	28.6	18.9	7.0	25.9
Oct.-Dec. ...	14.3	11.6	7.9	33.8	19.5	7.3	26.8
1952-Jan.-Mar. ...	11.4	13.5	6.2	31.1	22.1	6.6	28.7
Apr.-June ...	13.3	17.8	7.9	39.0	27.7	7.4	35.1
July-Sept.(1)	13.3	17.6	7.8	38.7	32.2	9.8	42.0
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	31.8	48.6	19.6	100.0	79.8	20.2	100.0
1951-Apr.-June ...	43.5	32.8	23.7	100.0	76.2	23.8	100.0
July-Sept. ..	40.2	33.2	26.6	100.0	73.0	27.0	100.0
Oct.-Dec. ...	42.3	34.3	23.4	100.0	72.8	27.2	100.0
1952-Jan.-Mar. ...	36.7	43.4	19.9	100.0	77.0	23.0	100.0
Apr.-June ...	34.1	45.6	20.3	100.0	78.9	21.1	100.0
July-Sept.(1)	34.4	45.5	20.1	100.0	76.7	23.3	100.0

**Table 10. - Jewellery Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1951-Apr.-June ...	10.6	2.4	3.6	16.6	2.9	2.1	5.0
July-Sept. ..	11.4	3.1	2.8	17.3	2.9	1.8	4.7
Oct.-Dec. ...	18.0	5.5	6.0	29.5	4.2	4.0	8.2
1952-Jan.-Mar. ...	8.6	2.2	2.8	13.6	2.6	2.0	4.6
Apr.-June ...	10.5	3.5	3.5	17.5	3.4	2.2	5.6
July-Sept.(1)	10.9	4.4	3.0	18.3	5.5	2.1	7.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	63.4	17.4	19.2	100.0	63.6	36.4	100.0
1951-Apr.-June ...	63.8	14.5	21.7	100.0	58.0	42.0	100.0
July-Sept. ..	65.9	17.9	16.2	100.0	61.7	38.3	100.0
Oct.-Dec. ...	61.0	18.7	20.3	100.0	51.2	48.8	100.0
1952-Jan.-Mar. ...	63.2	16.2	20.6	100.0	56.5	43.5	100.0
Apr.-June ...	60.0	20.0	20.0	100.0	60.7	39.3	100.0
July-Sept.(1)	59.6	24.0	16.4	100.0	72.4	27.6	100.0

(1) Preliminary.



**Table 11. - Grocery and Combination Stores (Independent)**  
**Sales and Accounts Receivable**  
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941- $\frac{1}{4}$ yr. ave. ....	62.5	63.5	36.0	36.5	98.5	20.2
1951-Apr.-June .....	192.4	73.5	69.2	26.5	261.6	27.3
July-Sept. ....	207.0	75.1	68.5	24.9	275.5	27.1
Oct.-Dec. ....	204.4	73.8	72.6	26.2	277.0	29.8
1952-Jan.-Mar. ....	192.0	75.2	63.4	24.8	255.4	27.3
Apr.-June .....	208.2	75.6	67.3	24.4	275.5	28.2
July-Sept. (1)	213.7	75.2	70.5	24.8	284.2	28.6

**Table 12. - Country General Stores**

1941- $\frac{1}{4}$ yr. ave. ....	36.9	69.2	16.4	30.8	53.3	23.1
1951-Apr.-June .....	98.5	71.5	39.2	28.5	137.7	29.7
July-Sept. ....	104.3	71.6	41.3	28.4	145.6	31.9
Oct.-Dec. ....	108.4	72.8	40.5	27.2	148.9	33.1
1952-Jan.-Mar. ....	81.7	71.3	32.9	28.7	114.6	29.3
Apr.-June .....	100.6	72.0	39.2	28.0	139.8	29.9
July-Sept. (1)	105.8	72.2	40.8	27.8	146.6	34.1

**Table 13. - Coal and Wood Dealers**

1941- $\frac{1}{4}$ yr. ave. ....	12.3	49.9	12.4	50.1	24.7	12.4
1951-Apr.-June .....	15.5	46.5	17.8	53.5	33.3	16.0
July-Sept. ....	20.2	47.3	22.5	52.7	42.7	19.7
Oct.-Dec. ....	31.5	48.8	33.0	51.2	64.5	25.9
1952-Jan.-Mar. ....	29.9	47.3	33.3	52.7	63.2	25.3
Apr.-June .....	14.5	42.4	19.7	57.6	34.2	17.4
July-Sept. (1)	18.8	42.8	25.1	57.2	43.9	20.1

**Table 14. Garages and Filling Stations**

1941- $\frac{1}{4}$ yr. ave. ....	41.2	80.4	10.1	19.6	51.3	8.2
1951-Apr.-June .....	110.6	76.8	33.4	23.2	144.0	26.9
July-Sept. ....	118.5	76.9	35.6	23.1	154.1	28.8
Oct.-Dec. ....	105.0	75.2	34.7	24.8	139.7	28.5
1952-Jan.-Mar. ....	88.5	74.6	30.2	25.4	118.7	26.7
Apr.-June .....	115.0	76.2	35.9	23.8	150.9	28.6
July-Sept. (1)	125.3	77.3	36.8	22.7	162.1	31.1

(1) Preliminary.

**Table 15. - All Other Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. ave. ..	275.4	14.0	46.0	335.4	15.6	44.3	59.9
1951-Apr.-June ...	908.3	30.8	157.6	1,096.7	22.5	98.7	121.2
July-Sept. ..	934.0	34.8	170.3	1,139.1	18.5	98.8	117.3
Oct.-Dec. ...	962.9	32.7	180.4	1,176.0	19.2	111.1	130.3
1952-Jan.-Mar. ...	761.3	33.7	154.7	949.7	17.9	97.6	115.5
Apr.-June ...	945.6	58.0	172.4	1,176.0	25.2	110.0	135.2
July-Sept.(1)	986.5	57.2	184.5	1,228.2	33.4	116.5	149.9
Percentage Composition							
1941- $\frac{1}{4}$ yr. ave. ..	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1951-Apr.-June ...	82.8	2.8	14.4	100.0	18.6	81.4	100.0
July-Sept. ..	82.0	3.1	14.9	100.0	15.8	84.2	100.0
Oct.-Dec. ...	81.9	2.8	15.3	100.0	14.7	85.3	100.0
1952-Jan.-Mar. ...	80.2	3.5	16.3	100.0	15.5	84.5	100.0
Apr.-June ...	80.4	4.9	14.7	100.0	18.6	81.4	100.0
July-Sept. ..	80.3	4.7	15.0	100.0	22.3	77.7	100.0

(1) Preliminary.





Canada  
DOMINION BUREAU OF STATISTICS

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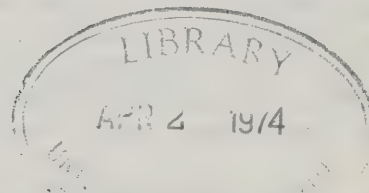
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Vol. VIII - No. 4

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RETAIL CONSUMER CREDIT

FOURTH QUARTER, 1952



Government  
Public

Cash and charge sales for the last quarter of 1952, reached new high levels of \$2,144.7 million and \$634.9 million respectively. Instalment sales, amounting to \$341.1 million, also increased to the highest level for a fourth quarter and approached the record level of \$350.5 million which was reached in the second quarter of 1952. To diminish the seasonal effect, comparison with the cash, charge and instalment sales for the identical quarter of last year, indicates respective increases of 5.6%, 6.6% and 67.0%. Since the revocation of credit controls on May 6, 1952, credit sales of all trades combined rose to new high levels in the second quarter, but followed a more normal seasonal pattern for the last two quarters.

Type of Sale	Sales - Fourth Quarter		
	1951	1952	% Change 1952/1951
	(millions of dollars)		
Cash .....	2,030.8	2,144.7	+ 5.6
Instalment .....	204.4	341.4	+ 67.0
Charge .....	595.8	634.9	+ 6.6
TOTAL .....	2,831.0	3,121.0	+ 10.2

Cash sales advanced 5.6% over the final quarter of last year. This trend was common to all except three of the 13 trades specified in this bulletin. The largest absolute gain, \$19.1 million, occurred in the motor vehicle trade, and radio and appliance stores showed the highest percentage increase of 25.3%. The declines which occurred in furniture and country general store cash sales were comparatively small. Coal and wood dealers, however, showed a decrease of \$3.7 million, representing a decline of 8.9%.

Instalment sales, compared to the final quarter of last year, showed gains in all trades extending this form of credit. Hardware stores experienced the largest percentage increase; but because instalment sales comprise only six per cent of total sales in this trade, the increase has little significance. Department store and motor vehicle dealer sales, however, showed increases of \$32.1 million and \$49.7 million, and exceeded the previous year's corresponding figures by 128.9% and 47.6% respectively.



Charge sales advanced 6.6% over the final quarter of last year. Small declines occurred in only four of the 13 kinds of business specified. Motor vehicle dealers, department stores and men's clothing stores accounted for almost 60% of the net increase of \$39.1 million in total charge sales.

Customers' accounts receivable as at December 31, 1952, showed substantial gains in both instalment and charge receivables, over the corresponding date of the previous year. The shift from charge to instalment, commenced at the end of the second quarter, continued in the last quarter. That is, the instalment receivables are continuing to show the cumulative effect of the revocation of credit restrictions. Increased instalment sales, together with lengthened payment time, smaller down payment requirements and possible re-financing of outstanding accounts from a charge to an instalment basis, accounted for the increase in proportion of instalment to total receivables. This trend was particularly apparent in the department store trade.

Note: Total sales presented in this report are those which appear in the monthly retail trade bulletins. Sales for 1952 have recently been adjusted to the final 1951 base. This 1951 final revision was to account for the changes in the number of retail stores, the regular retail trade sample being a constant sample. The final 1951 figures and 1952 sales revised to this 1951 base have made it necessary to revise the dollar estimates of sales in this report.

#### FOURTH QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1951 and 1952

Trade	Cash Sales			Instalment Sales		
	1951	1952	% Change	1951	1952	% Change
Total, All Trades .....	2030.8	2144.7	+ 5.6	204.4	341.4	+ 67.0
Department .....	214.1	217.5	+ 1.6	24.9	57.0	+128.9
Motor Vehicle .....	189.5	208.6	+ 10.1	104.5	154.2	+ 47.6
Men's Clothing .....	53.8	53.9	+ 0.2	3.0	4.0	+ 33.3
Family Clothing .....	46.3	50.5	+ 9.1	5.0	5.5	+ 10.0
Women's Clothing .....	47.0	52.5	+ 11.7	0.7	1.0	+ 42.9
Hardware .....	37.7	40.4	+ 7.2	1.2	3.7	+208.3
Furniture .....	23.1	22.4	- 3.0	14.2	28.3	+ 99.3
Appliance and Radio ...	16.6	20.8	+ 25.3	13.4	22.4	+ 67.2
Jewellery .....	19.4	20.0	+ 3.1	6.0	9.1	+ 51.7
Grocery & Combination (Independent) .....	215.6	224.0	+ 3.9	-	-	-
Country General .....	106.3	104.6	- 1.6	-	-	-
Coal and Wood .....	32.3	28.6	- 8.9	-	-	-
Garages and Filling Stations .....	100.2	104.1	+ 3.9	-	-	-

Percentage Composition: The increased sales from the third quarter changed the percentage composition only slightly. Cash and charge proportions increased with a subsequent decline in instalment sales of less than one per cent of total sales. In the second quarter instalment sales' proportion increased with resultant decreases in both cash and charge proportions. Conversely the instalment sales' proportion decreased in the third quarter and increases occurred in both cash and charge sales' proportions. This indicates that instalment sales declined at a greater rate in the third quarter and increased at a smaller rate in the fourth quarter, than did both cash and charge sales.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES. (Sales in millions of dollars)

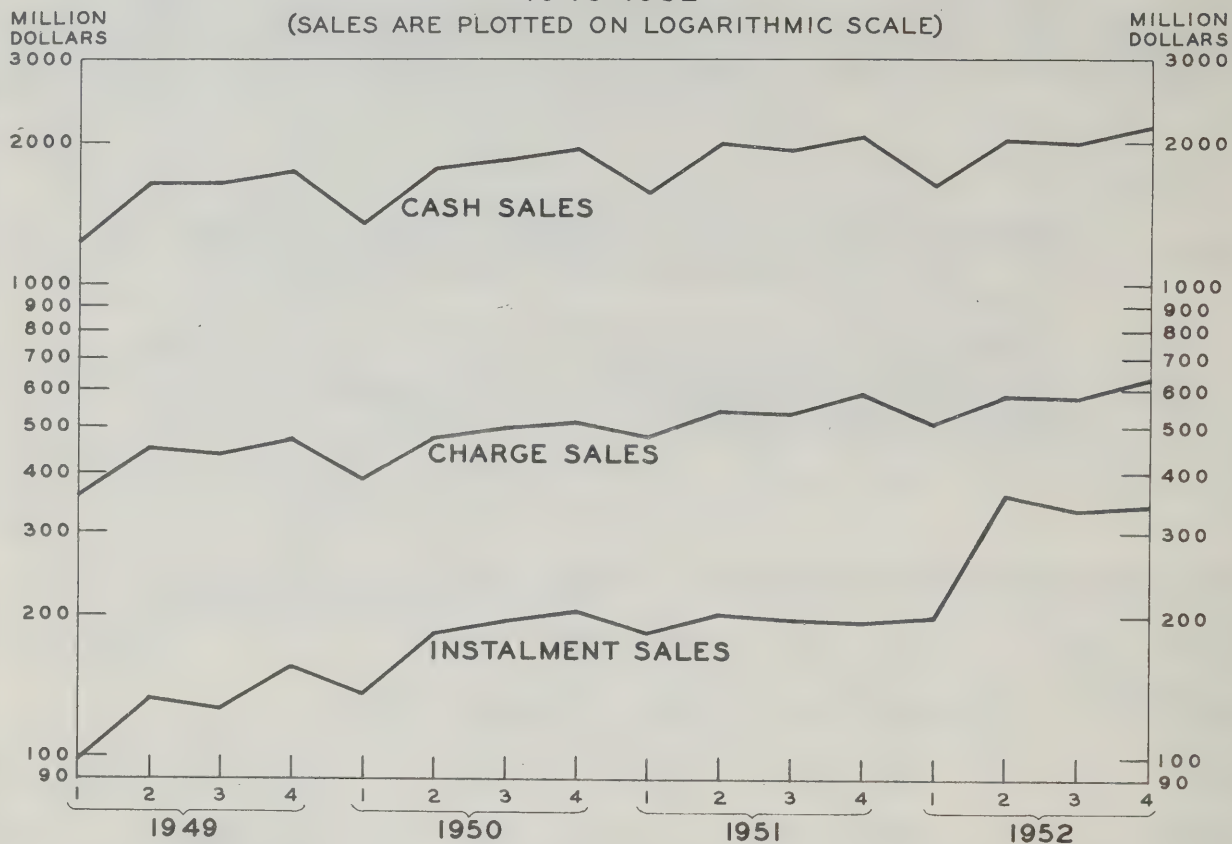
Charge Sales			Total Receivables			Trade
1951	1952	% Change	1951	1952	% Change	
595.8	634.9	+ 6.6	505.5	685.0	+ 35.5	Total, All Trades
63.9	68.0	+ 6.4	75.1	137.9	+ 83.6	Department
106.0	120.5	+ 13.7	71.1	75.5	+ 6.2	Motor Vehicle
9.9	14.5	+ 46.5	11.4	16.7	+ 46.5	Men's Clothing
9.1	9.6	+ 5.5	12.5	14.2	+ 13.6	Family Clothing
8.4	9.2	+ 9.5	7.7	11.5	+ 49.4	Women's Clothing
16.8	18.1	+ 7.7	19.5	22.2	+ 13.8	Hardware
8.8	8.5	- 3.4	25.6	55.6	+117.2	Furniture
9.2	10.7	+ 16.3	26.8	47.1	+ 75.7	Appliance and Radio
6.5	6.1	- 6.2	8.2	13.6	+ 65.9	Jewellery
						Grocery & Combination
76.5	71.6	- 6.4	29.8	31.6	+ 6.0	(Independent)
39.6	40.3	+ 1.8	33.1	34.2	+ 3.3	Country General
33.9	35.2	+ 3.8	25.9	25.1	- 3.1	Coal and Wood
33.1	32.8	- 0.9	28.5	31.7	+ 11.2	Garages and Filling Stations

# RETAIL CONSUMER CREDIT

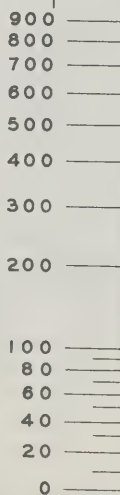
## CASH, CHARGE AND INSTALMENT SALES BY QUARTERS

### 1949-1952

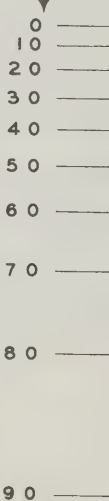
(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



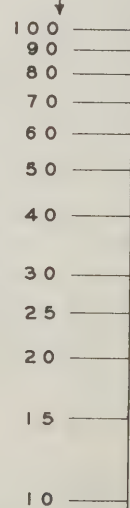
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# RETAIL CONSUMER CREDIT

## DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

### 1949-1952

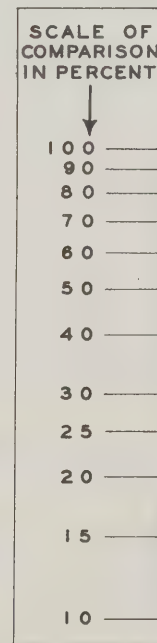
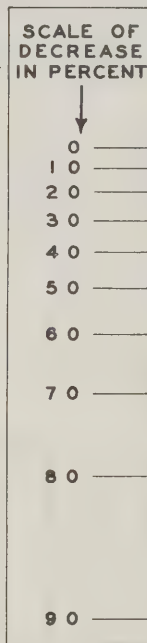
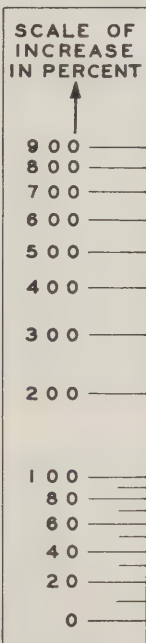
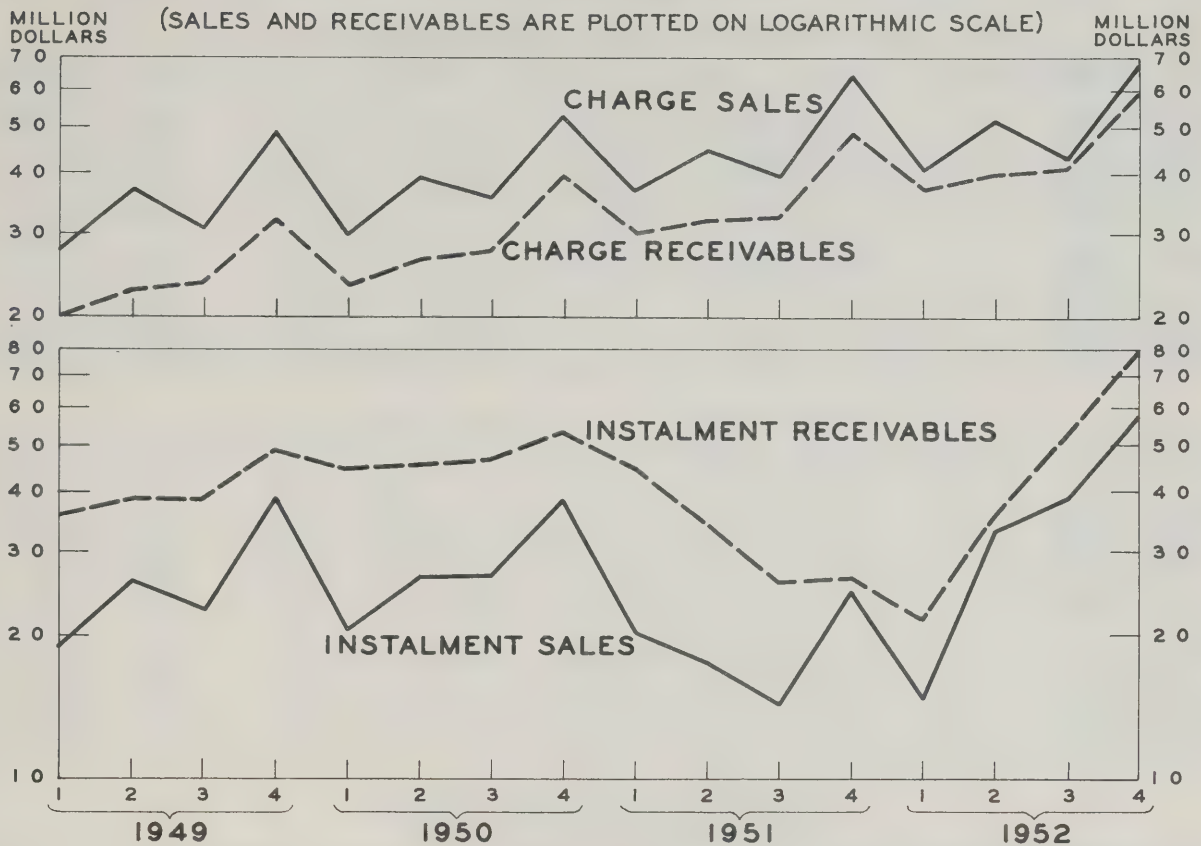




Table 1. - Total, All Trades  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	615.2	76.1	167.9	859.2	82.5	157.4	239.9
1951-Jan.-Mar. ...	1,586.0	192.9	481.7	2,260.6	143.2	348.7	491.9
Apr.-June ...	1,997.2	211.3	547.6	2,756.1	121.8	356.5	478.3
July-Sept. ..	1,918.7	207.6	543.3	2,669.6	99.8	356.9	456.7
Oct.-Dec. ...	2,030.8	204.4	595.8	2,831.0	104.0	401.5	505.5
1952-Jan.-Mar. ...	1,596.9	209.1	508.6	2,314.6	96.5	352.5	449.0
Apr.-June ...	2,031.5	368.3	581.0	2,980.8	136.3	397.1	533.4
July-Sept. ..	1,976.1	334.2	577.1	2,887.4	179.0	411.2	590.2
Oct.-Dec. (1)	2,144.7	341.4	634.9	3,121.0	235.4	449.6	685.0
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1951-Jan.-Mar. ...	70.2	8.5	21.3	100.0	29.1	70.9	100.0
Apr.-June ...	72.5	7.6	19.9	100.0	25.5	74.5	100.0
July-Sept. ..	71.9	7.8	20.3	100.0	21.9	78.1	100.0
Oct.-Dec. ...	71.7	7.2	21.1	100.0	20.6	79.4	100.0
1952-Jan.-Mar. ...	69.0	9.0	22.0	100.0	21.5	78.5	100.0
Apr.-June ...	68.1	12.4	19.5	100.0	25.6	74.4	100.0
July-Sept. ..	68.4	11.6	20.0	100.0	30.3	69.7	100.0
Oct.-Dec. (1)	68.7	10.9	20.4	100.0	34.4	65.6	100.0

Table 2. - Department Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	71.6	11.1	11.7	94.4	17.9	11.1	29.0
1951-Jan.-Mar. ...	131.9	20.2	37.0	189.1	44.6	30.1	74.7
Apr.-June ...	158.7	17.6	45.0	221.3	34.1	32.2	66.3
July-Sept. ..	134.9	14.3	39.2	188.4	25.9	32.8	58.7
Oct.-Dec. ...	214.1	24.9	63.9	302.9	26.5	48.6	75.1
1952-Jan.-Mar. ...	129.9	14.8	40.9	185.6	21.5	37.0	58.5
Apr.-June ...	150.6	33.2	52.0	235.8	35.7	40.0	75.7
July-Sept. ..	132.3	38.6	42.9	213.8	52.0	40.8	92.8
Oct.-Dec. (1)	217.5	57.0	68.0	342.5	78.3	59.6	137.9
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1951-Jan.-Mar. ...	69.7	10.7	19.6	100.0	59.7	40.3	100.0
Apr.-June ...	71.7	8.0	20.3	100.0	51.4	48.6	100.0
July-Sept. ..	71.6	7.6	20.8	100.0	44.1	55.9	100.0
Oct.-Dec. ...	70.7	8.2	21.1	100.0	35.3	64.7	100.0
1952-Jan.-Mar. ...	70.0	8.0	22.0	100.0	36.8	63.2	100.0
Apr.-June ...	63.9	14.1	22.0	100.0	47.2	52.8	100.0
July-Sept. ..	61.9	18.1	20.0	100.0	56.0	44.0	100.0
Oct.-Dec. (1)	63.5	16.6	19.9	100.0	56.8	43.2	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1951-Jan.-Mar. ...	258.7	104.0	117.5	480.2	6.4	70.1	76.5
Apr.-June ...	335.8	124.2	127.4	587.4	5.8	73.9	79.7
July-Sept. ..	246.1	126.1	115.0	487.2	4.9	66.2	71.1
Oct.-Dec. ...	189.5	104.5	106.0	400.0	5.1	66.0	71.1
1952-Jan.-Mar. ...	195.4	122.6	109.9	427.9	5.4	59.1	64.5
Apr.-June ...	324.4	222.5	136.0	682.9	9.0	85.6	94.6
July-Sept. ..	246.2	178.0	120.1	544.3	8.7	81.3	90.0
Oct.-Dec. (1)	208.6	154.2	120.5	483.3	7.6	67.9	75.5
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1951-Jan.-Mar. ...	53.9	21.7	24.4	100.0	8.4	91.6	100.0
Apr.-June ...	57.2	21.1	21.7	100.0	7.3	92.7	100.0
July-Sept. ..	50.5	25.9	23.6	100.0	6.9	93.1	100.0
Oct.-Dec. ...	47.4	26.1	26.5	100.0	7.2	92.8	100.0
1952-Jan.-Mar. ...	45.6	28.7	25.7	100.0	8.4	91.6	100.0
Apr.-June ...	47.5	32.6	19.9	100.0	9.5	90.5	100.0
July-Sept. ..	45.2	32.7	22.1	100.0	9.7	90.3	100.0
Oct.-Dec. (1)	43.2	31.9	24.9	100.0	10.1	89.9	100.0

**Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	16.4	0.9	2.6	19.9	1.1	3.2	4.3
1951-Jan.-Mar. ...	30.9	1.8	6.9	39.6	2.4	7.1	9.5
Apr.-June ...	41.1	2.0	7.5	50.6	2.3	7.4	9.7
July-Sept. ..	34.4	1.6	6.1	42.1	1.9	6.9	8.8
Oct.-Dec. ...	53.8	3.0	9.9	66.7	2.8	8.6	11.4
1952-Jan.-Mar. ...	31.2	1.5	7.2	39.9	2.0	7.8	9.8
Apr.-June ...	40.3	2.0	7.8	50.1	2.3	8.5	10.8
July-Sept. ..	33.9	1.9	6.5	42.3	2.4	7.8	10.2
Oct.-Dec. (1)	53.9	4.0	14.5	72.4	3.5	13.2	16.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1951-Jan.-Mar. ...	78.1	4.6	17.3	100.0	25.3	74.7	100.0
Apr.-June ...	81.2	4.0	14.8	100.0	23.7	76.3	100.0
July-Sept. ..	81.7	3.8	14.5	100.0	21.6	78.4	100.0
Oct.-Dec. ...	80.7	4.5	14.8	100.0	24.6	75.4	100.0
1952-Jan.-Mar. ...	78.2	3.8	18.0	100.0	20.4	79.6	100.0
Apr.-June ...	80.4	4.1	15.5	100.0	21.3	78.7	100.0
July-Sept. ..	80.3	4.4	15.3	100.0	23.5	76.5	100.0
Oct.-Dec. (1)	74.4	5.5	20.1	100.0	21.0	79.0	100.0

(1) Preliminary.

**Table 5. - Family Clothing Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1951-Jan.-Mar. ...	24.5	2.7	5.3	32.5	3.7	6.0	9.7
Apr.-June ...	34.1	3.4	6.9	44.4	3.8	6.1	9.9
July-Sept. ..	31.3	2.4	5.3	39.0	3.6	5.7	9.3
Oct.-Dec. ...	46.3	5.0	9.1	60.4	5.1	7.4	12.5
1952-Jan.-Mar. ...	25.9	2.5	5.5	33.9	4.0	6.2	10.2
Apr.-June ...	36.0	4.0	8.3	48.3	4.6	7.3	11.9
July-Sept. ..	33.4	2.6	5.9	41.9	4.3	7.0	11.3
Oct.-Dec. (1)	50.5	5.5	9.6	65.6	5.3	8.9	14.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	76.8	11.3	11.9	100.0	56.9	43.1	100.0
1951-Jan.-Mar. ...	75.3	8.3	16.4	100.0	38.1	61.9	100.0
Apr.-June ...	76.8	7.7	15.5	100.0	38.4	61.6	100.0
July-Sept. ..	80.2	6.2	13.6	100.0	38.7	61.3	100.0
Oct.-Dec. ...	76.6	8.3	15.1	100.0	40.8	59.2	100.0
1952-Jan.-Mar. ...	76.3	7.4	16.3	100.0	39.2	60.8	100.0
Apr.-June ...	74.5	8.2	17.3	100.0	38.7	61.3	100.0
July-Sept. ..	79.8	6.1	14.1	100.0	38.1	61.9	100.0
Oct.-Dec. (1)	77.0	8.3	14.7	100.0	37.3	62.7	100.0

**Table 6. - Women's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1951-Jan.-Mar. ...	31.2	0.6	6.4	38.2	0.7	6.5	7.2
Apr.-June ...	42.8	0.6	6.9	50.3	0.7	5.6	6.3
July-Sept. ..	36.0	0.5	6.1	42.6	0.5	6.3	6.8
Oct.-Dec. ...	47.0	0.7	8.4	56.1	0.6	7.1	7.7
1952-Jan.-Mar. ...	35.2	0.5	7.7	43.4	0.5	7.3	7.8
Apr.-June ...	44.2	0.5	7.8	52.5	0.6	7.2	7.8
July-Sept. ..	36.6	0.5	6.9	44.0	0.7	8.3	9.0
Oct.-Dec. (1)	52.5	1.0	9.2	62.7	1.0	10.5	11.5
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	84.7	4.7	10.6	100.0	34.5	65.5	100.0
1951-Jan.-Mar. ...	81.6	1.7	16.7	100.0	9.7	90.3	100.0
Apr.-June ...	85.1	1.3	13.6	100.0	11.1	88.9	100.0
July-Sept. ..	84.5	1.1	14.4	100.0	7.4	92.6	100.0
Oct.-Dec. ...	83.8	1.2	15.0	100.0	7.8	92.2	100.0
1952-Jan.-Mar. ...	81.2	1.2	17.6	100.0	6.4	93.6	100.0
Apr.-June ...	84.3	0.9	14.8	100.0	7.7	92.3	100.0
July-Sept. ..	83.2	1.1	15.7	100.0	7.8	92.2	100.0
Oct.-Dec. (1)	83.7	1.5	14.8	100.0	8.7	91.3	100.0

(1) Preliminary.



Table 7. - Hardware Stores  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1951-Jan.-Mar. ...	21.5	1.7	12.4	35.6	1.5	15.5	17.0
Apr.-June ...	36.9	1.6	19.6	58.1	2.0	18.1	20.1
July-Sept. ..	33.8	1.3	17.5	52.6	1.9	18.7	20.6
Oct.-Dec. ...	37.7	1.2	16.8	55.7	0.9	18.6	19.5
1952-Jan.-Mar. ...	21.2	2.2	12.0	35.4	1.3	15.7	17.0
Apr.-June ...	34.7	3.5	18.2	56.4	1.9	19.2	21.1
July-Sept. ..	33.8	3.3	18.7	55.8	2.0	20.0	22.0
Oct.-Dec. (1)	40.4	3.7	18.1	62.2	2.6	19.6	22.2
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	61.2	5.5	33.3	100.0	13.4	86.6	100.0
1951-Jan.-Mar. ...	60.4	4.9	34.7	100.0	8.8	91.2	100.0
Apr.-June ...	63.6	2.7	33.7	100.0	10.0	90.0	100.0
July-Sept. ..	64.2	2.5	33.3	100.0	9.2	90.8	100.0
Oct.-Dec. ...	67.7	2.1	30.2	100.0	4.6	95.4	100.0
1952-Jan.-Mar. ...	59.8	6.2	34.0	100.0	7.6	92.4	100.0
Apr.-June ...	61.5	6.2	32.3	100.0	9.0	91.0	100.0
July-Sept. ..	60.6	5.9	33.5	100.0	9.1	90.9	100.0
Oct.-Dec. (1)	65.0	6.0	29.0	100.0	11.7	88.3	100.0

Table 8. - Furniture Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	5.0	9.1	2.0	16.1	18.7	2.6	21.3
1951-Jan.-Mar. ...	16.4	16.0	5.9	38.3	27.4	4.7	32.1
Apr.-June ...	19.5	16.8	7.6	43.9	24.6	5.3	29.9
July-Sept. ..	19.0	14.0	7.4	40.4	20.8	5.2	26.0
Oct.-Dec. ...	23.1	14.2	8.8	46.1	20.1	5.5	25.6
1952-Jan.-Mar. ...	16.6	14.5	7.0	38.1	19.2	4.6	23.8
Apr.-June ...	19.9	23.7	8.8	52.4	25.9	5.6	31.5
July-Sept. ..	18.5	27.1	6.7	52.3	38.7	7.3	46.0
Oct.-Dec. (1)	22.4	28.3	8.5	59.2	46.4	9.2	55.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	31.1	56.6	12.3	100.0	87.8	12.2	100.0
1951-Jan.-Mar. ...	42.9	41.8	15.3	100.0	85.4	14.6	100.0
Apr.-June ...	44.4	38.3	17.3	100.0	82.3	17.7	100.0
July-Sept. ..	46.9	34.8	18.3	100.0	80.0	20.0	100.0
Oct.-Dec. ...	50.1	30.7	19.2	100.0	78.5	21.5	100.0
1952-Jan.-Mar. ...	43.6	38.0	18.4	100.0	80.7	19.3	100.0
Apr.-June ...	38.0	45.3	16.7	100.0	82.2	17.8	100.0
July-Sept. ..	35.3	51.9	12.8	100.0	84.1	15.9	100.0
Oct.-Dec. (1)	37.8	47.9	14.3	100.0	83.5	16.5	100.0

(1) Preliminary.



Table 9. - Household Appliance and Radio Stores  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1951-Jan.-Mar. ...	17.1	16.8	9.3	43.2	25.7	7.5	33.2
Apr.-June ...	16.9	12.7	9.2	38.8	23.1	7.2	30.3
July-Sept. ..	12.6	10.5	8.3	31.4	18.9	7.0	25.9
Oct.-Dec. ...	16.6	13.4	9.2	39.2	19.5	7.3	26.8
1952-Jan.-Mar. ...	13.5	16.0	7.4	36.9	22.1	6.6	28.7
Apr.-June ...	14.3	19.1	8.5	41.9	27.7	7.4	35.1
July-Sept. ..	14.7	20.0	8.1	42.8	31.7	8.1	39.8
Oct.-Dec. (1)	20.8	22.4	10.7	53.9	37.4	9.7	47.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	31.8	48.5	19.7	100.0	79.8	20.2	100.0
1951-Jan.-Mar. ...	39.6	38.9	21.5	100.0	77.4	22.6	100.0
Apr.-June ...	43.5	32.7	23.8	100.0	76.2	23.8	100.0
July-Sept. ..	40.1	33.3	26.6	100.0	73.0	27.0	100.0
Oct.-Dec. ...	42.3	34.3	23.4	100.0	72.8	27.2	100.0
1952-Jan.-Mar. ...	36.6	43.3	20.1	100.0	77.0	23.0	100.0
Apr.-June ...	34.2	45.6	20.2	100.0	78.9	21.1	100.0
July-Sept. ..	34.3	46.6	19.1	100.0	79.6	20.4	100.0
Oct.-Dec. (1)	38.6	41.6	19.8	100.0	79.4	20.6	100.0

Table 10. - Jewellery Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1951-Jan.-Mar. ...	9.2	2.5	3.4	15.1	4.3	2.3	6.6
Apr.-June ...	11.0	2.5	3.8	17.3	2.9	2.1	5.0
July-Sept. ..	11.9	3.2	2.9	18.0	2.9	1.8	4.7
Oct.-Dec. ...	19.4	6.0	6.5	31.9	4.2	4.0	8.2
1952-Jan.-Mar. ...	9.2	2.4	3.0	14.6	2.6	2.0	4.6
Apr.-June ...	10.9	3.7	3.7	18.3	3.4	2.2	5.6
July-Sept. ..	11.4	4.5	3.1	19.0	5.4	2.1	7.5
Oct.-Dec. (1)	20.0	9.1	6.1	35.2	9.7	3.9	13.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	63.5	17.3	19.2	100.0	63.6	36.4	100.0
1951-Jan.-Mar. ...	60.9	16.3	22.8	100.0	65.2	34.8	100.0
Apr.-June ...	63.4	14.7	21.9	100.0	58.0	42.0	100.0
July-Sept. ..	66.1	17.8	16.1	100.0	61.7	38.3	100.0
Oct.-Dec. ...	61.0	18.7	20.3	100.0	51.2	48.8	100.0
1952-Jan.-Mar. ...	63.0	16.2	20.8	100.0	56.5	43.5	100.0
Apr.-June ...	59.6	20.3	20.1	100.0	60.7	39.3	100.0
July-Sept. ..	59.9	23.9	16.2	100.0	72.0	28.0	100.0
Oct.-Dec. (1)	56.8	25.9	17.3	100.0	71.3	28.7	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)  
Sales and Accounts Receivable  
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941- $\frac{1}{4}$ yr. average .....	62.5	63.5	36.0	36.5	98.5	20.2
1951-Jan.-Mar. ....	183.9	75.3	60.4	24.7	244.3	25.7
Apr.-June .....	202.2	73.6	72.7	26.4	274.9	27.3
July-Sept. ....	216.4	75.1	71.7	24.9	288.1	27.1
Oct.-Dec. ....	215.6	73.8	76.5	26.2	292.1	29.8
1952-Jan.-Mar. ....	200.2	75.2	66.1	24.8	266.3	27.3
Apr.-June .....	218.8	75.6	70.7	24.4	289.5	28.2
July-Sept. ....	223.1	75.1	74.1	24.9	297.2	28.7
Oct.-Dec. (1)	224.0	75.8	71.6	24.2	295.6	31.6

Table 12. - Country General Stores

1941- $\frac{1}{4}$ yr. average .....	36.9	69.2	16.4	30.8	53.3	23.1
1951-Jan.-Mar. ....	69.4	69.3	30.8	30.7	100.2	29.6
Apr.-June .....	95.0	71.5	37.8	28.5	132.8	29.7
July-Sept. ....	101.5	71.6	40.3	28.4	141.8	31.9
Oct.-Dec. ....	106.3	72.8	39.6	27.2	145.9	33.1
1952-Jan.-Mar. ....	79.6	71.3	32.0	28.7	111.6	29.3
Apr.-June .....	97.2	72.0	37.9	28.0	135.1	29.9
July-Sept. ....	101.6	71.2	41.1	28.8	142.7	34.7
Oct.-Dec. (1)	104.6	72.2	40.3	27.8	144.9	34.2

Table 13. - Coal and Wood Dealers

1941- $\frac{1}{4}$ yr. average .....	12.3	49.9	12.4	50.1	24.7	12.4
1951-Jan.-Mar. ....	29.7	50.4	29.2	49.6	58.9	22.7
Apr.-June .....	15.7	46.5	18.1	53.5	33.8	16.0
July-Sept. ....	21.5	47.3	24.0	52.7	45.5	19.7
Oct.-Dec. ....	32.3	48.9	33.9	51.1	66.2	25.9
1952-Jan.-Mar. ....	30.5	47.3	34.1	52.7	64.6	25.3
Apr.-June .....	14.7	42.3	20.0	57.7	34.7	17.4
July-Sept. ....	20.1	42.8	26.9	57.2	47.0	20.2
Oct.-Dec. (1)	28.6	45.5	35.2	54.5	63.8	25.1

Table 14. - Garages and Filling Stations

1941- $\frac{1}{4}$ yr. average.....	41.2	80.4	10.1	19.6	51.3	8.2
1951-Jan.-Mar. ....	77.1	74.5	26.4	25.5	103.5	24.4
Apr.-June .....	107.0	76.8	32.3	23.2	139.3	26.9
July-Sept. ....	115.6	76.9	34.7	23.1	150.3	28.8
Oct.-Dec. ....	100.2	75.2	33.1	24.8	133.3	28.5
1952-Jan.-Mar. ....	83.4	74.6	28.5	25.4	111.9	26.7
Apr.-June .....	110.9	76.2	34.6	23.8	145.5	28.6
July-Sept. ....	122.1	77.2	36.0	22.8	158.1	31.0
Oct.-Dec. (1)	104.1	76.0	32.8	24.0	136.9	31.7

(1) Preliminary.

Table 15. - All Other Trades  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	275.4	14.0	45.9	335.3	15.5	44.1	59.6
1951-Jan.-Mar. ...	684.5	26.6	130.8	841.9	26.5	96.5	123.0
Apr.-June ...	880.5	29.9	152.8	1,063.2	22.5	98.7	121.2
July-Sept. ..	903.7	33.7	164.8	1,102.2	18.5	98.8	117.3
Oct.-Dec. ...	928.9	31.5	174.1	1,134.5	19.2	111.1	130.3
1952-Jan.-Mar. ...	725.1	32.1	147.3	904.5	17.9	97.6	115.5
Apr.-June ...	914.6	56.1	166.7	1,137.4	25.2	110.0	135.2
July-Sept. ..	948.4	57.7	180.1	1,186.2	33.1	113.9	147.0
Oct.-Dec. (1)	996.8	56.2	189.8	1,242.8	43.6	124.5	168.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1951-Jan.-Mar. ...	81.3	3.2	15.5	100.0	21.5	78.5	100.0
Apr.-June ...	82.8	2.8	14.4	100.0	18.6	81.4	100.0
July-Sept. ..	82.0	3.1	14.9	100.0	15.8	84.2	100.0
Oct.-Dec. ...	81.9	2.8	15.3	100.0	14.7	85.3	100.0
1952-Jan.-Mar. ...	80.2	3.5	16.3	100.0	15.5	84.5	100.0
Apr.-June ...	80.4	4.9	14.7	100.0	18.6	81.4	100.0
July-Sept. ..	79.9	4.9	15.2	100.0	22.5	77.5	100.0
Oct.-Dec. (1)	80.2	4.5	15.3	100.0	25.9	74.1	100.0

(1) Preliminary.



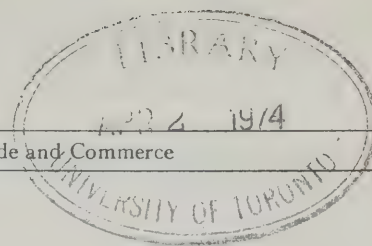


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## RETAIL CONSUMER CREDIT

FIRST QUARTER, 1953

Cash, charge and instalment sales, although at first quarter record high levels of \$1,674.0 millions, \$540.1 million and \$288.8 million respectively, experienced seasonal declines. To diminish the seasonal effect, comparison with the sales components for the identical quarter of last year, indicates respective increases of 4.8 p. c., 6.2 p. c. and 38.1 p. c. The smallest percentage increase occurred in cash sales. This condition can be largely attributed to the revocation of credit controls on May 6, 1952. However, in addition to the credit control relaxation, there appears to be a shift from cash to credit sales. Cash sales, when expressed as a proportion of total sales, dropped to 66.9 p. c., the lowest proportion on record.

Type of Sale	Sales - First Quarter		
	1952	1953	% Change 1953/1952
	(millions of dollars)		
Cash .....	1,596.9	1,674.0	+ 4.8
Instalment .....	209.1	288.8	+ 38.1
Charge .....	508.6	540.1	+ 6.2
TOTAL .....	2,314.6	2,502.9	+ 8.1

Cash sales advanced 4.8 p. c. over the first quarter of last year. This trend was common to all but four of the 13 trades specified in this bulletin. The largest absolute gain, \$34.1 million, occurred in the motor vehicle trade. Radio and appliance stores averaged the highest percentage increase of 20.7 p. c. Both the absolute and percentage declines of men's clothing, independent grocery and combination, and country general stores were comparatively small. Coal and wood dealers, however, showed a decrease of \$4.1 million representing a decline of 13.4 p. c.

Charge sales, compared to last year's first quarter, advanced 6.2 p. c. Small declines occurred in five of the 13 kinds of business specified. Motor vehicle dealers accounted for slightly less than half of the net increase of \$31.5 million in total charge sales. Although the absolute gain was comparatively small, the largest percentage increase amounting to 27.8 p. c. was obtained by home appliance and radio dealers.



Instalment sales advanced 38.1 p. c. over the first quarter of last year. Increases occurred in all trades extending this form of credit with the exception of hardware stores which showed a decline of 4.5 p. c. Department stores and motor vehicle dealers accounted for almost two thirds of the net increase of \$79.7 million in total instalment sales from last year's first quarter.

Customer's accounts receivable on the books of retailers as at March 31, 1953, were substantially greater than receivables at the corresponding date of previous years. This record high for the first quarter receivables was applicable to both charge and instalment accounts. Due to the increaseng proportion of supplemental kinds of charge credit (revolving budget, budgetted charge etc.) charge receivables have been gradually appproching the level of charge sales. That is, because these supplemental forms of charge credit contain some of the properties of instalment credit, the total charge receivable trend has taken on some of the characteristics of the instalment receivable trend. This condition is most apparent in the department stores where charge receivables have exceeded quarterly charge sales for the first time.

FIRST QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1952 and 1953

Trade	Cash Sales			Instalment Sales		
	1952	1953	% Change	1952	1953	% Change
Total, All Trades .....	1596.9	1674.0	+ 4.8	209.1	288.8	+ 38.1
Department .....	129.9	131.8	+ 1.5	14.8	28.6	+ 93.2
Motor Vehicle .....	195.4	229.5	+ 17.5	122.6	160.9	+ 31.2
Men's Clothing .....	31.2	30.4	- 2.6	1.5	2.1	+ 40.0
Family Clothing .....	25.9	27.4	+ 5.8	2.5	3.3	+ 32.0
Women's Clothing .....	35.2	36.2	+ 2.8	0.5	0.6	+ 20.0
Hardware .....	21.2	23.5	+ 10.8	2.2	2.1	- 4.5
Furniture .....	16.6	16.7	+ 0.6	14.5	21.4	+ 47.6
Appliance and Radio ...	13.5	16.3	+ 20.7	16.0	20.3	+ 26.9
Jewellery .....	9.2	9.6	+ 4.3	2.4	3.4	+ 41.7
Grocery & Combination (Independent) .....	200.2	197.8	- 1.2	-	-	-
Country General .....	79.6	75.7	- 4.9	-	-	-
Coal and Wood .....	30.5	26.4	- 13.4	-	-	-
Garages and Filling Stations .....	83.4	89.7	+ 7.6	-	-	-

Percentage composition: The seasonal decline of total sales for the first quarter changed the percentage composition only slightly. The shift from cash to credit when expressed as proportions of total sales, continued with a slight decline in the cash proportion which was absorbed in the charge proportion. Instalment sales expressed as a ratio to total sales remained the same. Although total charge and instalment receivables maintained almost the same relationship, department stores continued to show an increase in the proportion of instalment receivables. Of the remaining eight trades extending both charge and instalment credit, men's clothing, hardware, furniture and jewellery stores also showed increases in the proportion of instalment to total receivables. This situation indicates that the dollar value of instalment receivables decreased seasonally at a lower rate than did charge receivables.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES.

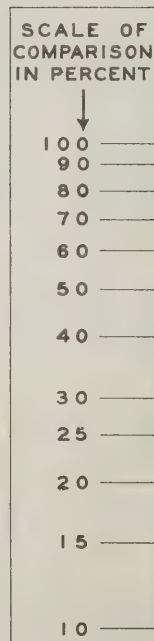
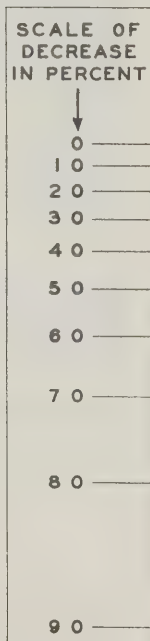
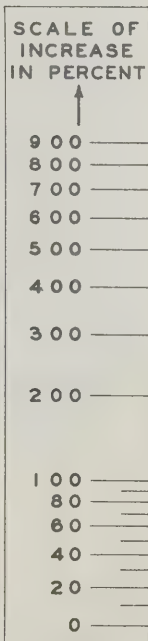
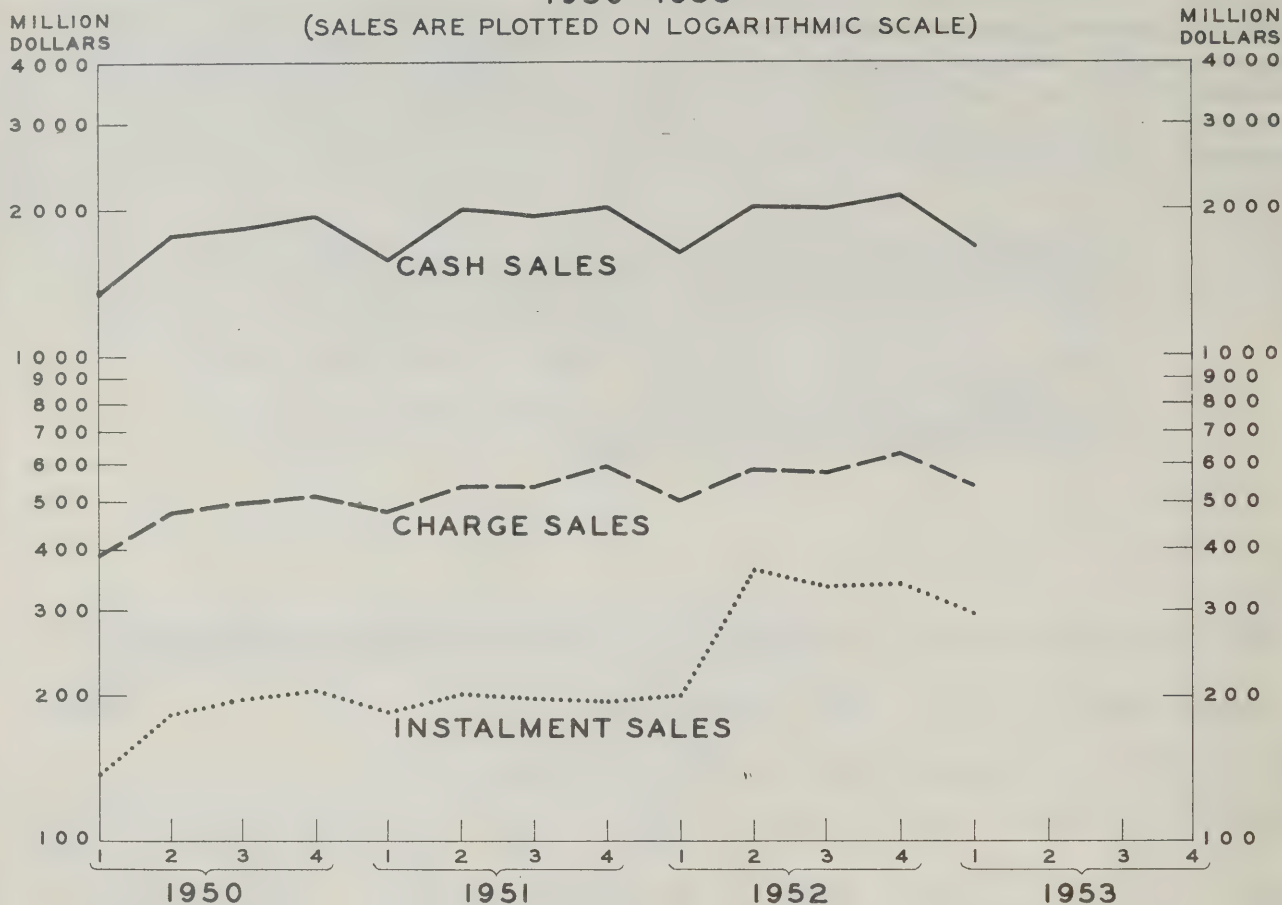
(Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1952	1953	% Change	1952	1953	% Change	
508.6	540.1	+ 6.2	449.0	639.6	+ 42.4	Total, All Trades
40.9	42.1	+ 2.9	58.5	119.6	+104.4	Department
109.9	125.5	+ 14.2	64.5	89.5	+ 38.8	Motor Vehicle
7.2	7.1	- 1.4	9.8	11.8	+ 20.4	Men's Clothing
5.5	6.4	+ 16.4	10.2	12.9	+ 26.5	Family Clothing
7.7	9.0	+ 16.9	7.8	12.7	+ 62.8	Women's Clothing
12.0	12.8	+ 6.7	17.0	18.1	+ 6.5	Hardware
7.0	6.0	- 14.3	23.8	54.5	+129.0	Furniture
7.4	10.2	+ 37.8	28.7	43.4	+ 51.2	Appliance and Radio
3.0	3.0	0.0	4.6	9.7	+110.9	Jewellery
						Grocery & Combination
66.1	65.5	- 0.9	27.3	26.9	- 1.5	(Independent)
32.0	31.0	- 3.1	29.3	30.0	+ 2.4	Country General
34.1	32.9	- 3.5	25.3	23.9	- 5.5	Coal and Wood
						Garages and Filling
28.5	31.1	+ 9.1	26.7	29.0	+ 8.6	Stations

# RETAIL CONSUMER CREDIT CASH, CHARGE AND INSTALMENT SALES BY QUARTERS

1950-1953

(SALES ARE PLOTTED ON LOGARITHMIC SCALE)





# RETAIL CONSUMER CREDIT

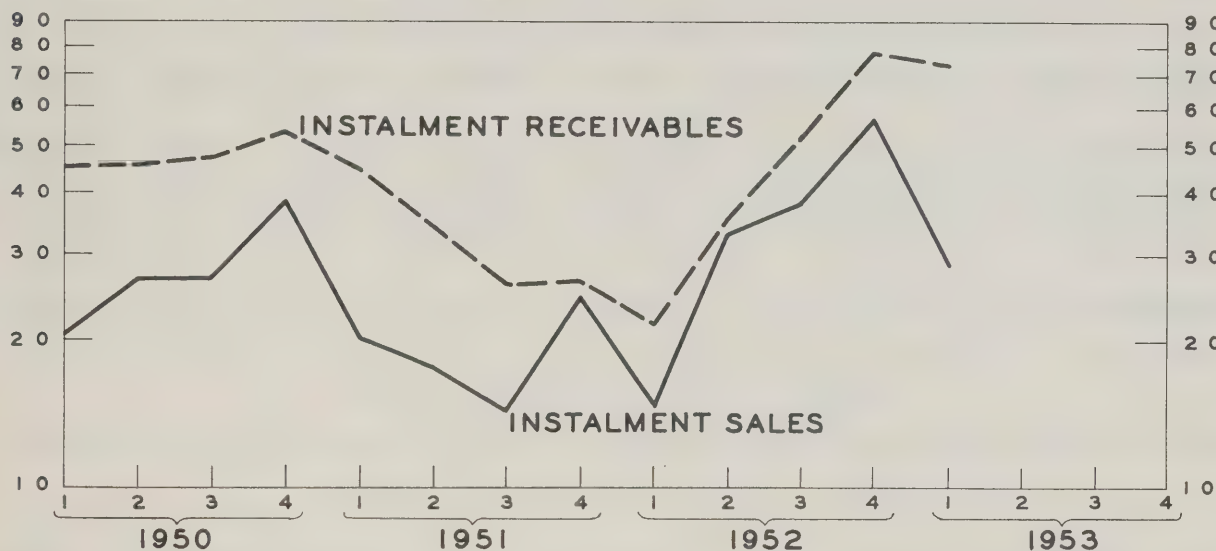
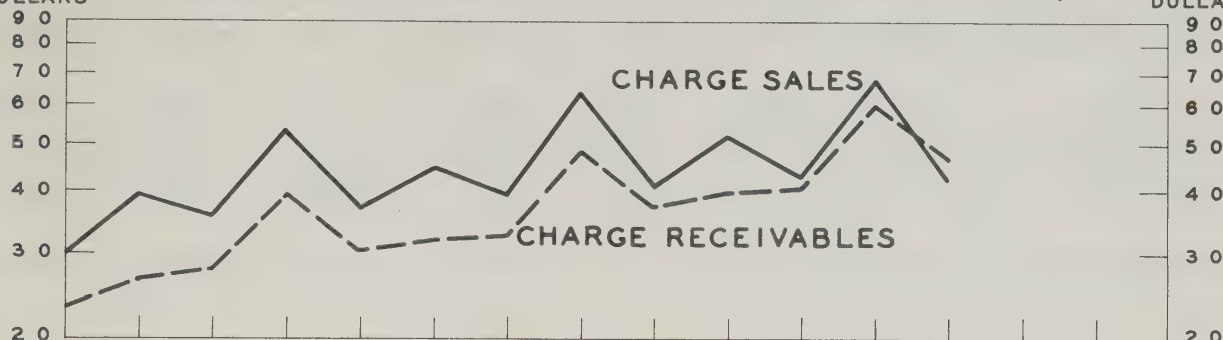
## DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

1950-1953

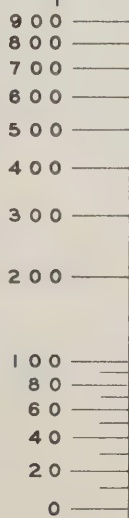
MILLION DOLLARS

(SALES AND RECEIVABLES ARE PLOTTED ON LOGARITHMIC SCALE)

MILLION DOLLARS



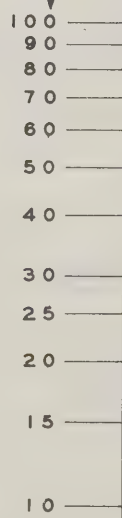
SCALE OF INCREASE IN PERCENT



SCALE OF DECREASE IN PERCENT



SCALE OF COMPARISON IN PERCENT





**Table 1. - Total, All Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	615.2	76.1	167.9	859.2	82.5	157.4	239.9
1952-Jan.-Mar. ...	1,596.9	209.1	508.6	2,314.6	96.5	352.5	449.0
Apr.-June ...	2,031.5	368.3	581.0	2,980.8	136.3	397.1	533.4
July-Sept. ..	1,976.1	334.2	577.1	2,887.4	179.0	411.2	590.2
Oct.-Dec. ...	2,128.9	357.6	634.5	3,121.0	239.3	449.2	688.5
1953-Jan.-Mar. (1)	1,674.0	288.8	540.1	2,502.9	221.7	417.9	639.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	71.6	8.9	19.5	100.0	34.4	65.6	100.0
1952-Jan.-Mar. ...	69.0	9.0	22.0	100.0	21.5	78.5	100.0
Apr.-June ...	68.1	12.4	19.5	100.0	25.6	74.4	100.0
July-Sept. ..	68.4	11.6	20.0	100.0	30.3	69.7	100.0
Oct.-Dec. ...	68.2	11.5	20.3	100.0	34.8	65.2	100.0
1953-Jan.-Mar. (1)	66.9	11.5	21.6	100.0	34.5	65.5	100.0

**Table 2. - Department Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	71.6	11.1	11.7	94.4	17.9	11.1	29.0
1952-Jan.-Mar. ...	129.9	14.8	40.9	185.6	21.5	37.0	58.5
Apr.-June ...	150.6	33.2	52.0	235.8	35.7	40.0	75.7
July-Sept. ..	132.3	38.6	42.9	213.8	52.0	40.8	92.8
Oct.-Dec. ...	217.9	57.0	67.6	342.5	78.0	59.0	137.0
1953-Jan.-Mar. (1)	131.8	28.6	42.1	202.5	73.4	46.2	119.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	75.8	11.8	12.4	100.0	61.7	38.3	100.0
1952-Jan.-Mar. ...	70.0	8.0	22.0	100.0	36.8	63.2	100.0
Apr.-June ...	63.9	14.1	22.0	100.0	47.2	52.8	100.0
July-Sept. ..	61.9	18.1	20.0	100.0	56.0	44.0	100.0
Oct.-Dec. ...	63.6	16.6	19.8	100.0	56.9	43.1	100.0
1953-Jan.-Mar. (1)	65.1	14.1	20.8	100.0	61.4	38.6	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	43.6	29.8	16.6	90.0	4.7	13.8	18.5
1952-Jan.-Mar. ...	195.4	122.6	109.9	427.9	5.4	59.1	64.5
Apr.-June ...	324.4	222.5	136.0	682.9	9.0	85.6	94.6
July-Sept. ..	246.2	178.0	120.1	544.3	8.7	81.3	90.0
Oct.-Dec. ...	197.4	166.7	119.2	483.3	7.9	71.0	78.9
1953-Jan.-Mar. (1)	229.5	160.9	125.5	515.9	7.4	82.1	89.5
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	48.4	33.1	18.5	100.0	25.4	74.6	100.0
1952-Jan.-Mar. ...	45.6	28.7	25.7	100.0	8.4	91.6	100.0
Apr.-June ...	47.5	32.6	19.9	100.0	9.5	90.5	100.0
July-Sept. ..	45.2	32.7	22.1	100.0	9.7	90.3	100.0
Oct.-Dec. ...	40.8	34.5	24.7	100.0	10.0	90.0	100.0
1953-Jan.-Mar. (1)	44.5	31.2	24.3	100.0	8.3	91.7	100.0

**Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	16.4	0.9	2.6	19.9	1.1	3.2	4.3
1952-Jan.-Mar. ...	31.2	1.5	7.2	39.9	2.0	7.8	9.8
Apr.-June ...	40.3	2.0	7.8	50.1	2.3	8.5	10.8
July-Sept. ..	33.9	1.9	6.5	42.3	2.4	7.8	10.2
Oct.-Dec. ...	55.9	3.7	12.8	72.4	3.3	11.5	14.8
1953-Jan.-Mar. (1)	30.4	2.1	7.1	39.6	3.0	8.8	11.8
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	82.2	4.6	13.2	100.0	25.6	74.4	100.0
1952-Jan.-Mar. ...	78.2	3.8	18.0	100.0	20.4	79.6	100.0
Apr.-June ...	80.4	4.1	15.5	100.0	21.3	78.7	100.0
July-Sept. ..	80.3	4.4	15.3	100.0	23.5	76.5	100.0
Oct.-Dec. ...	77.1	5.2	17.7	100.0	22.3	77.7	100.0
1953-Jan.-Mar. (1)	76.9	5.3	17.8	100.0	25.4	74.6	100.0

(1) Preliminary.

**Table 5. - Family Clothing Stores**  
**Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	14.2	2.1	2.2	18.5	3.7	2.8	6.5
1952-Jan.-Mar. ...	25.9	2.5	5.5	33.9	4.0	6.2	10.2
Apr.-June ...	36.0	4.0	8.3	48.3	4.6	7.3	11.9
July-Sept. ..	33.4	2.6	5.9	41.9	4.3	7.0	11.3
Oct.-Dec. ...	48.9	6.1	10.6	65.6	6.8	9.6	16.4
1953-Jan.-Mar. (1)	27.4	3.3	6.4	37.1	4.9	8.0	12.9
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	76.8	11.3	11.9	100.0	56.9	43.1	100.0
1952-Jan.-Mar. ...	76.3	7.4	16.3	100.0	39.2	60.8	100.0
Apr.-June ...	74.5	8.2	17.3	100.0	38.7	61.3	100.0
July-Sept. ..	79.8	6.1	14.1	100.0	38.1	61.9	100.0
Oct.-Dec. ...	74.6	9.2	16.2	100.0	41.5	58.5	100.0
1953-Jan.-Mar. (1)	73.9	9.0	17.1	100.0	38.0	62.0	100.0

**Table 6. - Women's Clothing Stores**  
**Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	15.1	0.8	1.9	17.8	1.0	1.9	2.9
1952-Jan.-Mar. ...	35.2	0.5	7.7	43.4	0.5	7.3	7.8
Apr.-June ...	44.2	0.5	7.8	52.5	0.6	7.2	7.8
July-Sept. ..	36.6	0.5	6.9	44.0	0.7	8.3	9.0
Oct.-Dec. ...	52.5	0.9	9.3	62.7	0.9	10.0	10.9
1953-Jan.-Mar. (1)	36.2	0.6	9.0	45.8	0.9	11.8	12.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	84.7	4.7	10.6	100.0	34.5	65.5	100.0
1952-Jan.-Mar. ...	81.2	1.2	17.6	100.0	6.4	93.6	100.0
Apr.-June ...	84.3	0.9	14.8	100.0	7.7	92.3	100.0
July-Sept. ..	83.2	1.1	15.7	100.0	7.8	92.2	100.0
Oct.-Dec. ...	83.7	1.4	14.9	100.0	8.3	91.7	100.0
1953-Jan.-Mar. (1)	79.0	1.4	19.6	100.0	7.1	92.9	100.0

(1) Preliminary.



**Table 7. - Hardware Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	11.2	1.0	6.1	18.3	1.3	8.4	9.7
1952-Jan.-Mar. ...	21.2	2.2	12.0	35.4	1.3	15.7	17.0
Apr.-June ...	34.7	3.5	18.2	56.4	1.9	19.2	21.1
July-Sept. ..	33.8	3.3	18.7	55.8	2.0	20.0	22.0
Oct.-Dec. ...	40.4	3.8	18.0	62.2	2.6	19.7	22.3
1953-Jan.-Mar. (1)	23.5	2.1	12.8	38.4	2.3	15.8	18.1
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	61.2	5.5	33.3	100.0	13.4	86.6	100.0
1952-Jan.-Mar. ...	59.8	6.2	34.0	100.0	7.6	92.4	100.0
Apr.-June ...	61.5	6.2	32.3	100.0	9.0	91.0	100.0
July-Sept. ..	60.6	5.9	33.5	100.0	9.1	90.9	100.0
Oct.-Dec. ...	65.0	6.1	28.9	100.0	11.7	88.3	100.0
1953-Jan.-Mar. (1)	61.1	5.5	33.4	100.0	12.7	87.3	100.0

**Table 8. - Furniture Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	5.0	9.1	2.0	16.1	18.7	2.6	21.3
1952-Jan.-Mar. ...	16.6	14.5	7.0	38.1	19.2	4.6	23.8
Apr.-June ...	19.9	23.7	8.8	52.4	25.9	5.6	31.5
July-Sept. ..	18.5	27.1	6.7	52.3	38.7	7.3	46.0
Oct.-Dec. ...	22.5	28.5	8.2	59.2	47.2	8.7	55.9
1953-Jan.-Mar. (1)	16.7	21.4	6.0	44.1	46.5	8.0	54.5
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	31.1	56.6	12.3	100.0	87.8	12.2	100.0
1952-Jan.-Mar. ...	43.6	38.0	18.4	100.0	80.7	19.3	100.0
Apr.-June ...	38.0	45.3	16.7	100.0	82.2	17.8	100.0
July-Sept. ..	35.3	51.9	12.8	100.0	84.1	15.9	100.0
Oct.-Dec. ...	38.0	48.2	13.8	100.0	84.4	15.6	100.0
1953-Jan.-Mar. (1)	37.8	48.5	13.7	100.0	85.3	14.7	100.0

(1) Preliminary.



**Table 9. - Household Appliance and Radio Stores**  
**Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	3.7	5.6	2.2	11.5	15.8	4.0	19.8
1952-Jan.-Mar. ...	13.5	16.0	7.4	36.9	22.1	6.6	28.7
Apr.-June ...	14.3	19.1	8.5	41.9	27.7	7.4	35.1
July-Sept. ..	14.7	20.0	8.1	42.8	31.7	8.1	39.8
Oct.-Dec. ...	20.4	22.8	10.7	53.9	38.7	9.6	48.3
1953-Jan.-Mar. (1)	16.3	20.3	10.2	46.8	33.8	9.6	43.4
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	31.8	48.5	19.7	100.0	79.8	20.2	100.0
1952-Jan.-Mar. ...	36.6	43.3	20.1	100.0	77.0	23.0	100.0
Apr.-June ...	34.2	45.6	20.2	100.0	78.9	21.1	100.0
July-Sept. ..	34.3	46.6	19.1	100.0	79.6	20.4	100.0
Oct.-Dec. ...	37.8	42.4	19.8	100.0	80.1	19.9	100.0
1953-Jan.-Mar. (1)	34.8	43.5	21.7	100.0	77.9	22.1	100.0

**Table 10. - Jewellery Stores**  
**Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	6.1	1.7	1.8	9.6	2.8	1.6	4.4
1952-Jan.-Mar. ...	9.2	2.4	3.0	14.6	2.6	2.0	4.6
Apr.-June ...	10.9	3.7	3.7	18.3	3.4	2.2	5.6
July-Sept. ..	11.4	4.5	3.1	19.0	5.4	2.1	7.5
Oct.-Dec. ...	19.8	8.9	6.5	35.2	9.6	4.4	14.0
1953-Jan.-Mar. (1)	9.6	3.4	3.0	16.0	7.6	2.1	9.7
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	63.5	17.3	19.2	100.0	63.6	36.4	100.0
1952-Jan.-Mar. ...	63.0	16.2	20.8	100.0	56.5	43.5	100.0
Apr.-June ...	59.6	20.3	20.1	100.0	60.7	39.3	100.0
July-Sept. ..	59.9	23.9	16.2	100.0	72.0	28.0	100.0
Oct.-Dec. ...	56.3	25.2	18.5	100.0	68.6	31.4	100.0
1953-Jan.-Mar. (1)	60.4	21.1	18.5	100.0	78.4	21.6	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)

## Sales and Accounts Receivable

(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1941- $\frac{1}{4}$ yr. average .....	62.5	63.5	36.0	36.5	98.5	20.2
1952-Jan.-Mar. ....	200.2	75.2	66.1	24.8	266.3	27.3
Apr.-June .....	218.8	75.6	70.7	24.4	289.5	28.2
July-Sept. ....	223.1	75.1	74.1	24.9	297.2	28.7
Oct.-Dec. ....	224.3	75.9	71.3	24.1	295.6	30.2
1953-Jan.-Mar. (1)	197.8	75.1	65.5	24.9	263.3	26.9

Table 12. - Country General Stores

1941- $\frac{1}{4}$ yr. average .....	36.9	69.2	16.4	30.8	53.3	23.1
1952-Jan.-Mar. ....	79.6	71.3	32.0	28.7	111.6	29.3
Apr.-June .....	97.2	72.0	37.9	28.0	135.1	29.9
July-Sept. ....	101.6	71.2	41.1	28.8	142.7	34.7
Oct.-Dec. ....	105.0	72.5	39.9	27.5	144.9	35.2
1953-Jan.-Mar. (1)	75.7	70.9	31.0	29.1	106.7	30.0

Table 13. - Coal and Wood Dealers

1941- $\frac{1}{4}$ yr. average .....	12.3	49.9	12.4	50.1	24.7	12.4
1952-Jan.-Mar. ....	30.5	47.3	34.1	52.7	64.6	25.3
Apr.-June .....	14.7	42.3	20.0	57.7	34.7	17.4
July-Sept. ....	20.1	42.8	26.9	57.2	47.0	20.2
Oct.-Dec. ....	28.0	43.9	35.8	56.1	63.8	25.6
1953-Jan.-Mar. (1)	26.4	44.5	32.9	55.5	59.3	23.9

Table 14. - Garages and Filling Stations

1941- $\frac{1}{4}$ yr. average .....	41.2	80.4	10.1	19.6	51.3	8.2
1952-Jan.-Mar. ....	83.4	74.6	28.5	25.4	111.9	26.7
Apr.-June .....	110.9	76.2	34.6	23.8	145.5	28.6
July-Sept. ....	122.1	77.2	36.0	22.8	158.1	31.0
Oct.-Dec. ....	102.9	75.1	34.0	24.9	136.9	30.3
1953-Jan.-Mar. (1)	89.7	74.3	31.1	25.7	120.8	29.0

(1) Preliminary.

**Table 15. - All Other Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1941- $\frac{1}{4}$ yr. average	275.4	14.0	45.9	335.3	15.5	44.1	59.6
1952-Jan.-Mar. ...	725.1	32.1	147.3	904.5	17.9	97.6	115.5
Apr.-June ...	914.6	56.1	166.7	1,137.4	25.2	110.0	135.2
July-Sept. ..	948.4	57.7	180.1	1,186.2	33.1	113.9	147.0
Oct.-Dec. ...	993.0	59.2	190.6	1,242.8	44.3	124.4	168.7
1953-Jan.-Mar. (1)	763.0	46.1	157.5	966.6	41.9	115.7	157.6
Percentage Composition							
1941- $\frac{1}{4}$ yr. average	82.1	4.2	13.7	100.0	25.9	74.1	100.0
1952-Jan.-Mar. ...	80.2	3.5	16.3	100.0	15.5	84.5	100.0
Apr.-June ...	80.4	4.9	14.7	100.0	18.6	81.4	100.0
July-Sept. ..	79.9	4.9	15.2	100.0	22.5	77.5	100.0
Oct.-Dec. ...	79.9	4.8	15.3	100.0	26.3	73.7	100.0
1953-Jan.-Mar. (1)	78.9	4.8	16.3	100.0	26.1	73.9	100.0

(1) Preliminary.





## DOMINION BUREAU OF STATISTICS

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## RETAIL CONSUMER CREDIT

Government

Publications

## SECOND QUARTER, 1953

Cash and Credit sales, amounting to \$2,115.5 million and \$1,020.4 million respectively, increased seasonally to a higher level than any previous second quarter. Instalment sales established a new all-time quarterly peak at \$395.6 million, representing a 7.4 per cent gain over the previous record of \$368.3 million set in last year's second quarter. Comparison of the current cash and charge sales components with the corresponding quarter of last year, indicates respective increases of 4.1 per cent and 7.5 per cent. Credit sales continued to comprise almost one third of total sales. Instalment sales increased at a greater rate than did the other two components to a new high of 12.6 per cent of total sales. Cash sales, as a proportion of total, increased slightly from the first quarter to 67.5 per cent. Consequently, charge sales declined to 19.9 per cent of total.

Type of Sale	Sales - Second Quarter		
	1952	1953	% Change 1953/1952
	(millions of dollars)		
Cash .....	2,031.5	2,115.5	+ 4.1
Instalment .....	368.3	395.6	+ 7.4
Charge .....	581.0	624.8	+ 7.5
TOTAL .....	2,980.8	3,135.9	+ 5.2

Cash sales advanced 4.1 per cent over the second quarter of last year. This trend was common to all but three of the 13 trades specified in this publication. In two of the three trades this disparity was seasonal, but in the men's clothing trade the decline in cash sales was the result of an increase in the proportion of sales made on a credit basis. The largest absolute gain, \$22.8 million, occurred in the motor vehicle trade. Garages and filling stations showed the highest percentage increase of 10.1 per cent.

Charge sales, compared to last year's second quarter, advanced 7.5 per cent. The \$20.0 million increase for motor vehicle dealers accounted for almost half of the net gain of \$43.8 million in total charge sales. Declines, which occurred in department stores, women's clothing, furniture and jewellery stores, were slight.



Instalment sales increased 7.4 per cent representing an absolute gain of \$27.3 million over last year's second quarter. Increases occurred in all trades extending this form of credit with the exception of family clothing stores which showed a decline, and women's clothing and hardware which showed no change.

Customers' accounts receivable on the books of retailers as at June 30, 1953, were substantially greater than receivables at the corresponding date of previous years. Charge receivables, amounting to \$446.4 million, approached the record high of \$449.2 million established at the end of the fourth quarter last year. Instalment accounts receivable, amounting to only \$209.7 million, does not reflect the increased instalment sales of the second quarter. This condition is entirely due to an increase in the amount of instalment paper sold to finance companies.

NOTE:

The sales and receivables data in this report have not been revised to correspond with the "Retail Trade" bulletins which have been revised to the 1951 Census.

SECOND QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1952 and 1953

Trade	Cash Sales			Instalment Sales		
	1952	1953	% Change	1952	1953	% Change
Total, All Trades.....	2,031.5	2,115.5	+ 4.1	368.3	395.6	+ 7.4
Department .....	150.6	155.2	+ 3.1	33.2	34.0	+ 2.4
Motor Vehicle.....	324.4	347.2	+ 7.0	222.5	235.3	+ 5.8
Men's Clothing .....	40.3	36.5	- 9.4	2.0	2.7	+ 35.0
Family Clothing .....	36.0	36.1	+ 0.3	4.0	3.2	- 20.0
Women's Clothing .....	44.2	45.9	+ 3.8	0.5	0.5	0.0
Hardware .....	34.7	36.2	+ 4.3	3.5	3.5	0.0
Furniture .....	19.9	20.4	+ 2.5	23.7	27.4	+ 15.6
Appliance and Radio....	14.3	14.9	+ 4.2	19.1	22.0	+ 15.2
Jewellery .....	10.9	11.5	+ 5.5	3.7	4.2	+ 13.5
Grocery and Combination (Independent) .....	218.8	220.6	+ 0.8	-	-	-
Country General.....	97.2	95.1	- 2.2	-	-	-
Coal and Wood.....	14.7	12.9	- 12.2	-	-	-
Garages and Filling Stations .....	110.9	122.1	+ 10.1	-	-	-

Percentage composition: The seasonal increase of total sales for the second quarter changed the percentage composition only slightly. The decline in the proportion of charge to total sales was absorbed almost entirely by instalment sales. Therefore, cash and credit sales maintained almost the same relationship as occurred in the first quarter. This indicates that instalment sales increased at a greater rate than did cash or charge sales. Department stores experienced an increase in the proportion of credit sales, due entirely to increased charge sales. The converse situation occurred in the motor vehicle dealer trade. Credit sales increased at a greater rate in men's clothing stores, but family and women's clothing stores showed declines in the proportion of credit to total sales. Hardware, furniture, appliance and radio, and jewellery stores all showed continued increases in the credit portion of the average sales dollar.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES.

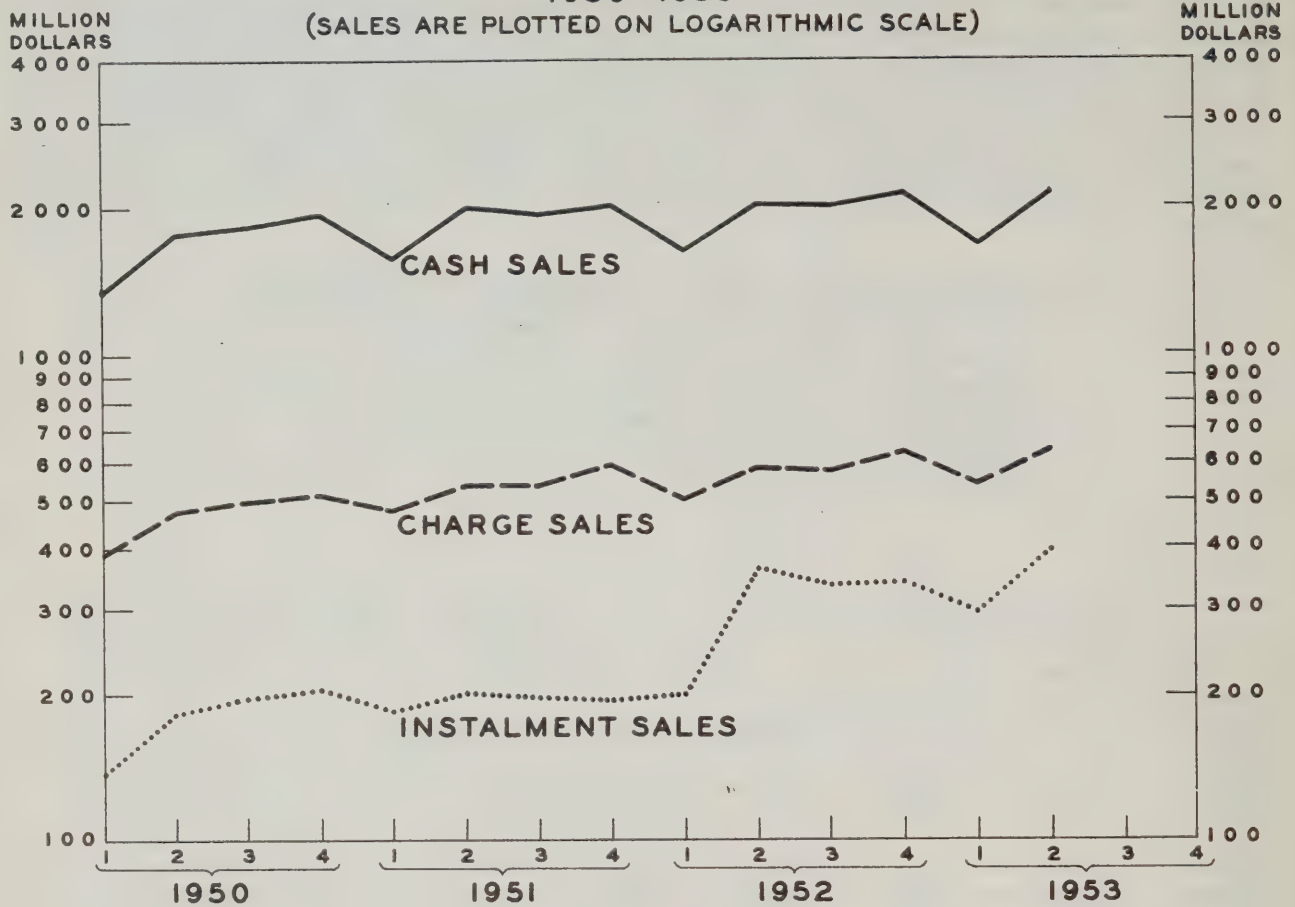
(Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1952	1953	% Change	1952	1953	% Change	
581.0	624.8	+ 7.5	533.4	656.1	+ 23.0	Total, All Trades
52.0	51.0	- 1.9	75.7	98.9	+ 30.6	Department
136.0	156.0	+ 14.7	94.6	105.0	+ 11.0	Motor Vehicles
7.8	10.7	+ 37.2	10.8	15.5	+ 43.5	Men's Clothing
8.3	8.3	0.0	11.9	13.4	+ 12.6	Family Clothing
7.8	7.7	- 1.3	7.8	9.6	+ 23.1	Women's Clothing
18.2	20.0	+ 9.9	21.1	21.9	+ 3.8	Hardware
8.8	7.7	- 12.5	31.5	56.2	+ 78.4	Furniture
8.5	9.2	+ 8.2	35.1	49.2	+ 40.2	Appliance and Radio
3.7	3.6	- 2.7	5.6	9.6	+ 71.4	Jewellery
						Grocery and Combination
70.7	74.2	+ 5.0	28.2	29.8	+ 5.7	(Independent)
37.9	38.2	+ 0.8	29.9	31.3	+ 4.7	Country General
20.0	20.1	+ 0.5	17.4	17.3	- 0.6	Coal and Wood
						Garages and Filling
34.6	36.7	+ 6.1	28.6	30.5	+ 6.6	Stations

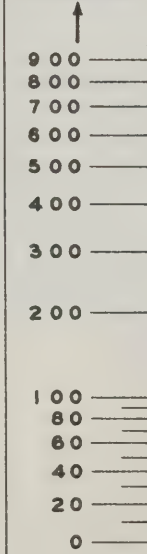
# RETAIL CONSUMER CREDIT CASH, CHARGE AND INSTALMENT SALES BY QUARTERS

1950-1953

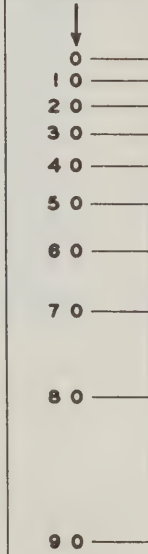
(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



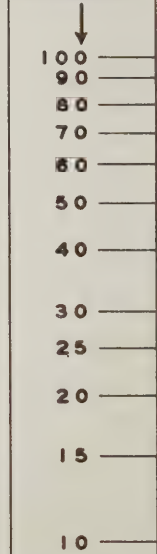
SCALE OF INCREASE IN PERCENT



SCALE OF DECREASE IN PERCENT



SCALE OF COMPARISON IN PERCENT





**Table 1. - Total, All Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	1,596.9	209.1	508.6	2,314.6	96.5	352.5	449.0
Apr.-June ...	2,031.5	368.3	581.0	2,980.8	136.3	397.1	533.4
July-Sept. ..	1,976.1	334.2	577.1	2,887.4	179.0	411.2	590.2
Oct.-Dec. ...	2,128.9	357.6	634.5	3,121.0	239.3	449.2	688.5
1953-Jan.-Mar. ...	1,682.4	287.5	533.0	2,502.9	225.8	413.6	639.4
Apr.-June (1)	2,115.5	395.6	624.8	3,135.9	209.7	446.4	656.1
Percentage Composition							
1952-Jan.-Mar. ...	69.0	9.0	22.0	100.0	21.5	78.5	100.0
Apr.-June ...	68.1	12.4	19.5	100.0	25.6	74.4	100.0
July-Sept. ..	68.4	11.6	20.0	100.0	30.3	69.7	100.0
Oct.-Dec. ...	68.2	11.5	20.3	100.0	34.8	65.2	100.0
1953-Jan.-Mar. ...	67.2	11.5	21.3	100.0	35.3	64.7	100.0
Apr.-June (1)	67.5	12.6	19.9	100.0	32.0	68.0	100.0

**Table 2. - Department Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	129.9	14.8	40.9	185.6	21.5	37.0	58.5
Apr.-June ...	150.6	33.2	52.0	235.8	35.7	40.0	75.7
July-Sept. ..	132.3	38.6	42.9	213.8	52.0	40.8	92.8
Oct.-Dec. ...	217.9	57.0	67.6	342.5	78.0	59.0	137.0
1953-Jan.-Mar. ...	131.9	28.7	41.9	202.5	73.0	45.9	118.9
Apr.-June (1)	155.2	34.0	51.0	240.2	51.3	47.6	98.9
Percentage Composition							
1952-Jan.-Mar. ...	70.0	8.0	22.0	100.0	36.8	63.2	100.0
Apr.-June ...	63.9	14.1	22.0	100.0	47.2	52.8	100.0
July-Sept. ..	61.9	18.1	20.0	100.0	56.0	44.0	100.0
Oct.-Dec. ...	63.6	16.6	19.8	100.0	56.9	43.1	100.0
1953-Jan.-Mar. ...	65.1	14.2	20.7	100.0	61.4	38.6	100.0
Apr.-June (1)	64.6	14.2	21.2	100.0	51.9	48.1	100.0

(1) Preliminary.



**Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	195.4	122.6	109.9	427.9	5.4	59.1	64.5
Apr.-June ...	324.4	222.5	136.0	682.9	9.0	85.6	94.6
July-Sept. ..	246.2	178.0	120.1	544.3	8.7	81.3	90.0
Oct.-Dec. ...	197.4	166.7	119.2	483.3	7.9	71.0	78.9
1953-Jan.-Mar. ...	232.1	159.1	124.7	515.9	8.4	80.5	88.9
Apr.-June (1)	347.2	235.3	156.0	738.5	7.2	97.8	105.0
Percentage Composition							
1952-Jan.-Mar. ...	45.6	28.7	25.7	100.0	8.4	91.6	100.0
Apr.-June ...	47.5	32.6	19.9	100.0	9.5	90.5	100.0
July-Sept. ..	45.2	32.7	22.1	100.0	9.7	90.3	100.0
Oct.-Dec. ...	40.8	34.5	24.7	100.0	10.0	90.0	100.0
1953-Jan.-Mar. ...	45.0	30.8	24.2	100.0	9.4	90.6	100.0
Apr.-June (1)	47.0	31.9	21.1	100.0	6.9	93.1	100.0

**Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	31.2	1.5	7.2	39.9	2.0	7.8	9.8
Apr.-June ...	40.3	2.0	7.8	50.1	2.3	8.5	10.8
July-Sept. ..	33.9	1.9	6.5	42.3	2.4	7.8	10.2
Oct.-Dec. ...	55.9	3.7	12.8	72.4	3.3	11.5	14.8
1953-Jan.-Mar. ...	30.5	2.1	7.0	39.6	3.1	8.6	11.7
Apr.-June (1)	36.5	2.7	10.7	49.9	3.4	12.1	15.5
Percentage Composition							
1952-Jan.-Mar. ...	78.2	3.8	18.0	100.0	20.4	79.6	100.0
Apr.-June ...	80.4	4.1	15.5	100.0	21.3	78.7	100.0
July-Sept. ..	80.3	4.4	15.3	100.0	23.5	76.5	100.0
Oct.-Dec. ...	77.1	5.2	17.7	100.0	22.3	77.7	100.0
1953-Jan.-Mar. ...	77.0	5.4	17.6	100.0	26.5	73.5	100.0
Apr.-June (1)	73.0	5.6	21.4	100.0	27.2	72.8	100.0

(1) Preliminary.

**Table 5. - Family Clothing Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	25.9	2.5	5.5	33.9	4.0	6.2	10.2
Apr.-June ...	36.0	4.0	8.3	48.3	4.6	7.3	11.9
July-Sept. ..	33.4	2.6	5.9	41.9	4.3	7.0	11.3
Oct.-Dec. ...	48.9	6.1	10.6	65.6	6.8	9.6	16.4
1953-Jan.-Mar. ...	27.6	3.0	6.5	37.1	4.8	8.7	13.5
Apr.-June (1)	36.1	3.2	8.3	47.6	4.5	8.9	13.4
Percentage Composition							
1952-Jan.-Mar. ...	76.3	7.4	16.3	100.0	39.2	60.8	100.0
Apr.-June ...	74.5	8.2	17.3	100.0	38.7	61.3	100.0
July-Sept. ..	79.8	6.1	14.1	100.0	38.1	61.9	100.0
Oct.-Dec. ...	74.6	9.2	16.2	100.0	41.5	58.5	100.0
1953-Jan.-Mar. ...	74.2	8.2	17.6	100.0	35.6	64.4	100.0
Apr.-June (1)	76.0	6.7	17.3	100.0	33.6	66.4	100.0

**Table 6. - Women's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	35.2	0.5	7.7	43.4	0.5	7.3	7.8
Apr.-June ...	44.2	0.5	7.8	52.5	0.6	7.2	7.8
July-Sept. ..	36.6	0.5	6.9	44.0	0.7	8.3	9.0
Oct.-Dec. ...	52.5	0.9	9.3	62.7	0.9	10.0	10.9
1953-Jan.-Mar. ...	36.9	0.6	8.3	45.8	0.8	9.8	10.6
Apr.-June (1)	45.9	0.5	7.7	54.1	0.8	8.8	9.6
Percentage Composition							
1952-Jan.-Mar. ...	81.2	1.2	17.6	100.0	6.4	93.6	100.0
Apr.-June ...	84.3	0.9	14.8	100.0	7.7	92.3	100.0
July-Sept. ..	83.2	1.1	15.7	100.0	7.8	92.2	100.0
Oct.-Dec. ...	83.7	1.4	14.9	100.0	8.3	91.7	100.0
1953-Jan.-Mar. ...	80.5	1.4	18.1	100.0	7.5	92.5	100.0
Apr.-June (1)	84.8	1.0	14.2	100.0	8.3	91.7	100.0

(1) Preliminary.

**Table 7. - Hardware Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	21.2	2.2	12.0	35.4	1.3	15.7	17.0
Apr.-June ...	34.7	3.5	18.2	56.4	1.9	19.2	21.1
July-Sept. ..	33.8	3.3	18.7	55.8	2.0	20.0	22.0
Oct.-Dec. ...	40.4	3.8	18.0	62.2	2.6	19.7	22.3
1953-Jan.-Mar. ...	23.7	2.2	12.5	38.4	2.4	16.4	18.8
Apr.-June (1)	36.2	3.5	20.0	59.7	2.3	19.6	21.9
Percentage Composition							
1952-Jan.-Mar. ...	59.8	6.2	34.0	100.0	7.6	92.4	100.0
Apr.-June ...	61.5	6.2	32.3	100.0	9.0	91.0	100.0
July-Sept. ..	60.6	5.9	33.5	100.0	9.1	90.9	100.0
Oct.-Dec. ...	65.0	6.1	28.9	100.0	11.7	88.3	100.0
1953-Jan.-Mar. ...	61.8	5.7	32.5	100.0	12.8	87.2	100.0
Apr.-June (1)	60.8	5.8	33.4	100.0	10.5	89.5	100.0

**Table 8. - Furniture Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	16.6	14.5	7.0	38.1	19.2	4.6	23.8
Apr.-June ...	19.9	23.7	8.8	52.4	25.9	5.6	31.5
July-Sept. ..	18.5	27.1	6.7	52.3	38.7	7.3	46.0
Oct.-Dec. ...	22.5	28.5	8.2	59.2	47.2	8.7	55.9
1953-Jan.-Mar. ...	16.6	21.6	5.9	44.1	47.0	7.8	54.8
Apr.-June (1)	20.4	27.4	7.7	55.5	48.8	7.4	56.2
Percentage Composition							
1952-Jan.-Mar. ...	43.6	38.0	18.4	100.0	80.7	19.3	100.0
Apr.-June ...	38.0	45.3	16.7	100.0	82.2	17.8	100.0
July-Sept. ..	35.3	51.9	12.8	100.0	84.1	15.9	100.0
Oct.-Dec. ...	38.0	48.2	13.8	100.0	84.4	15.6	100.0
1953-Jan.-Mar. ...	37.7	48.9	13.4	100.0	85.8	14.2	100.0
Apr.-June (1)	36.7	49.4	13.9	100.0	86.8	13.2	100.0

(1) Preliminary.



**Table 9. - Household Appliance and Radio Stores  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	13.5	16.0	7.4	36.9	22.1	6.6	28.7
Apr.-June ...	14.3	19.1	8.5	41.9	27.7	7.4	35.1
July-Sept. ..	14.7	20.0	8.1	42.8	31.7	8.1	39.8
Oct.-Dec. ...	20.4	22.8	10.7	53.9	38.7	9.6	48.3
1953-Jan.-Mar. ...	15.9	21.0	9.9	46.8	36.0	9.6	45.6
Apr.-June (1)	14.9	22.0	9.2	46.1	39.8	9.4	49.2
Percentage Composition							
1952-Jan.-Mar. ...	36.6	43.3	20.1	100.0	77.0	23.0	100.0
Apr.-June ...	34.2	45.6	20.2	100.0	78.9	21.1	100.0
July-Sept. ..	34.3	46.6	19.1	100.0	79.6	20.4	100.0
Oct.-Dec. ...	37.8	42.4	19.8	100.0	80.1	19.9	100.0
1953-Jan.-Mar. ...	33.9	44.9	21.2	100.0	78.9	21.1	100.0
Apr.-June (1)	32.4	47.6	20.0	100.0	80.9	19.1	100.0

**Table 10. - Jewellery Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	9.2	3.4	3.0	14.6	3.6	2.0	4.6
Apr.-June ...	10.9	3.7	3.7	18.3	3.4	2.2	5.6
July-Sept. ....	11.4	4.5	3.1	19.0	5.4	2.1	7.5
Oct.-Dec. ...	19.8	8.9	6.5	35.2	9.6	4.4	14.0
1953-Jan.-Mar. ....	9.6	3.4	3.0	16.0	7.7	2.1	9.8
Apr.-June (1)	11.5	4.2	3.6	19.3	7.4	2.2	9.6
Percentage Composition							
1952-Jan.-Mar. ....	63.0	16.2	20.8	100.0	56.5	43.5	100.0
Apr.-June ....	59.6	20.3	20.1	100.0	60.7	39.3	100.0
July-Sept. ..	59.9	23.9	16.2	100.0	72.0	28.0	100.0
Oct.-Dec. ...	56.3	25.2	18.5	100.0	68.6	31.4	100.0
1953-Jan.-Mar. ...	60.2	21.0	18.8	100.0	78.6	21.4	100.0
Apr.-June (1)	59.5	21.8	18.7	100.0	77.1	22.9	100.0

(1) Preliminary.



Table 11. - Grocery and Combination Stores (Independent)

## Sales and Accounts Receivable

(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1952-Jan.-Mar. ....	200.2	75.2	66.1	24.8	266.3	27.3
Apr.-June ....	218.8	75.6	70.7	24.4	289.5	28.2
July-Sept. ....	223.1	75.1	74.1	24.9	297.2	28.7
Oct.-Dec. ....	224.3	75.9	71.3	24.1	295.6	30.2
1953-Jan.-Mar. ....	199.5	75.8	63.8	24.2	263.3	26.7
Apr.-June (1)	220.6	74.8	74.2	25.2	294.8	29.8

Table 12. - Country General Stores

1952-Jan.-Mar. ....	79.6	71.3	32.0	28.7	111.6	29.3
Apr.-June ....	97.2	72.0	37.9	28.0	135.1	29.9
July-Sept. ....	101.6	71.2	41.1	28.8	142.7	34.7
Oct.-Dec. ....	105.0	72.5	39.9	27.5	144.9	35.2
1953-Jan.-Mar. ....	75.9	71.2	30.8	28.8	106.7	30.4
Apr.-June (1)	95.1	71.3	38.2	28.7	133.3	31.3

Table 13. - Coal and Wood Dealers

1952-Jan.-Mar. ....	30.5	47.3	34.1	52.7	64.6	25.3
Apr.-June ....	14.7	42.3	20.0	57.7	34.7	17.4
July-Sept. ....	20.1	42.8	26.9	57.2	47.0	20.2
Oct.-Dec. ....	28.0	43.9	35.8	56.1	63.8	25.6
1953-Jan.-Mar. ....	26.2	44.2	33.1	55.8	59.3	24.1
Apr.-June (1)	12.9	39.2	20.1	60.8	33.0	17.3

Table 14. - Garages and Filling Stations

1952-Jan.-Mar. ....	83.4	74.6	28.5	25.4	111.9	26.7
Apr.-June ....	110.9	76.2	34.6	23.8	145.5	28.6
July-Sept. ....	122.1	77.2	36.0	22.8	158.1	31.0
Oct.-Dec. ....	102.9	75.1	34.0	24.9	136.9	30.3
1953-Jan.-Mar. ....	90.2	74.6	30.6	25.4	120.8	28.6
Apr.-June (1)	122.1	76.9	36.7	23.1	158.8	30.5

(1) Preliminary.

Table 15. - All Other Trades

## Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952- Jan.-Mar. ..	725.1	32.1	147.3	904.5	17.9	97.6	115.5
Apr.-June ..	914.6	56.1	166.7	1,137.4	25.2	110.0	135.2
July-Sept...	948.4	57.7	180.1	1,186.2	33.1	113.9	147.0
Oct.-Dec. ..	993.0	59.2	190.6	1,242.8	44.3	124.4	168.7
1953-Jan.-Mar. ...	765.6	45.8	155.2	966.6	42.6	114.6	157.2
Apr.-June (1)	960.9	62.8	181.4	1,205.1	44.2	123.7	167.9
Percentage Composition							
1952-Jan.-Mar. ...	80.2	3.5	16.3	100.0	15.5	84.5	100.0
Apr.-June ...	80.4	4.9	14.7	100.0	18.6	81.4	100.0
July-Sept. ..	79.9	4.9	15.2	100.0	22.5	77.5	100.0
Oct.-Dec. ...	79.9	4.8	15.3	100.0	26.3	73.7	100.0
1953-Jan.-Mar. ...	79.2	4.7	16.1	100.0	27.1	72.9	100.0
Apr.-June (1)	79.7	5.2	15.1	100.0	26.3	73.7	100.0

(1) Preliminary

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DOMINION BUREAU OF STATISTICS  
Industry and Merchandising Division  
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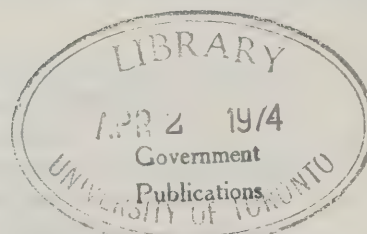
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Vol. IX - No. 3

Price \$1.00 per year

RETAIL CONSUMER CREDIT

THIRD QUARTER, 1953



Cash and credit sales for the third quarter, amounting to \$2,110.5 and \$880.0 million respectively, experienced seasonal declines. However, cash sales declined only slightly from the second quarter figure and settled at a higher level than any previous third quarter. Comparison of the current sales components with last year's third quarter figures indicated a gain of 6.8 per cent in cash sales and respective decreases of 2.5 per cent and 5.1 per cent in charge and instalment sales.

Type of Sale	Sales - Third Quarter		
	1952	1953	% Change 1953/1952
	(millions of dollars)		
Cash .....	1,976.1	2,110.5	+ 6.8
Instalment .....	334.2	317.3	- 5.1
Charge .....	577.1	562.7	- 2.5
TOTAL .....	2,887.4	2,990.5	+ 3.6

The increase in cash sales over last year's third quarter estimate was common to all but four of the thirteen trades. Men's clothing stores' decrease in cash sales was greater than the gain in credit sales in this trade. Family clothing, furniture and appliance and radio store cash sale declines were due to both lower total sales and greater charge sales for these trades.

Charge sales, compared to last year's third quarter, were 2.5 per cent lower. Motor vehicle dealers, independent grocery and combination and country general stores accounted for \$2.2 million, \$3.3 million and \$2.4 million respectively, or 90 per cent of the net decline of \$14.4 million. Actually eight of the 13 trades showed small increments.



Instalment sales declined 5.1 per cent or \$16.9 million below the level established for the third quarter last year. This trend was common to all trades extending this form of credit with the exceptions of men's clothing and jewellery stores which increased and women's clothing stores which remained of the same order.

Customer's accounts receivable on the books of retailers as at September 30, 1953, exceeded the receivables for the corresponding date of last year by 15.3 per cent. Instalment receivables reached a new record high of \$247.9 million and charge receivables of \$432.6 million surpassed all previous third quarter charge account outstandings.

NOTE:

The sales and receivables data in this report have not yet been revised to correspond with the "Retail Trade" bulletins which have been revised to the 1951 Census.

THIRD QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1952 and 1953

Trade	Cash Sales			Instalment Sales		
	1952	1953	% Change	1952	1953	% Change
Total, All Trades.....	1,976.1	2,110.5	+ 6.8	334.2	317.3	- 5.1
Department .....	132.3	139.4	+ 5.4	38.6	35.7	- 7.5
Motor Vehicle .....	246.2	284.2	+ 15.4	178.0	169.7	- 4.7
Men's Clothing .....	33.9	30.1	- 11.2	1.9	2.0	+ 5.3
Family Clothing .....	33.4	32.3	- 3.3	2.6	2.3	- 11.5
Women's Clothing .....	36.6	39.1	+ 6.8	0.5	0.5	0.0
Hardware .....	33.8	35.7	+ 5.6	3.3	2.9	- 12.1
Furniture .....	18.5	18.1	- 2.2	27.1	25.3	- 6.6
Appliance & Radio .....	14.7	14.2	- 3.4	20.0	19.1	- 4.5
Jewellery .....	11.4	12.1	+ 6.1	4.5	5.0	+ 11.1
Grocery & Combination (Independent) .....	223.1	235.1	+ 5.4	-	-	-
Country General .....	101.6	102.5	+ 0.9	-	-	-
Coal and Wood .....	20.1	17.2	- 14.4	-	-	-
Garages and Filling Stations .....	122.1	138.2	+ 13.2	-	-	-

Percentage composition: Because the third quarter decline was more pronounced in credit sales than in cash sales, the percentage composition of total sales changed. Cash sales' proportion increased from 68.1 per cent to 70.6 per cent with resultant decreases in charge and instalment from 19.1 per cent and 12.8 per cent to 18.8 per cent and 10.6 per cent respectively. Within the trades, department stores and furniture stores experienced an increase in the proportion of charge sales which was offset by decreased proportions of both cash and instalment sales. The reverse situation occurred in the motor vehicle and appliance and radio trades. Men's clothing, family clothing and jewellery stores showed increased proportions of cash and instalment sales whereas women's clothing and hardware stores showed increased proportions of cash sales only.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES.

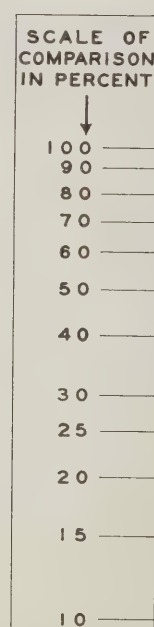
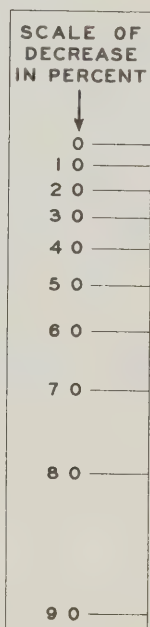
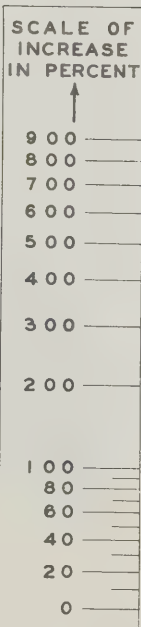
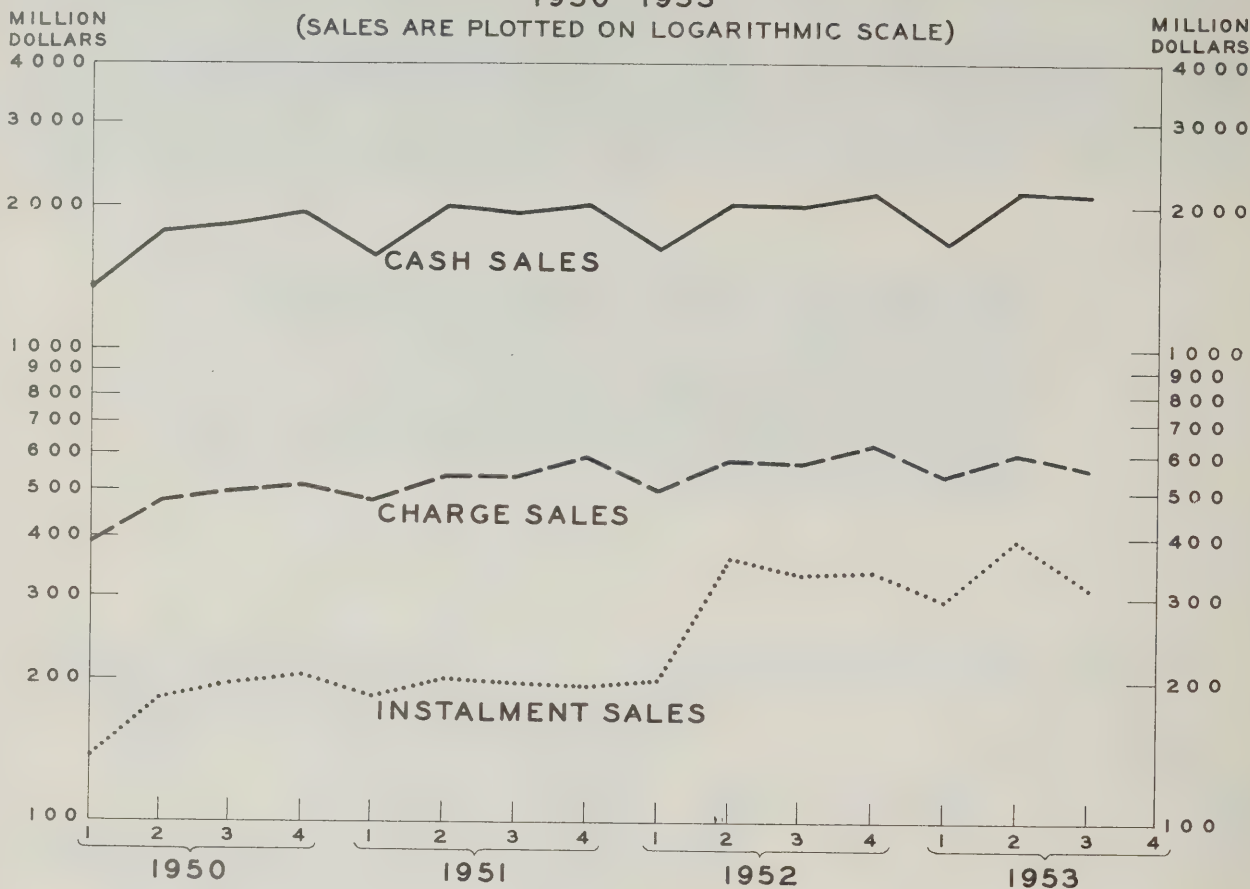
(Sales in millions of dollars)

Charge Sales			Total Receivables			Trade
1952	1953	% Change	1952	1953	% Change	
577.1	562.7	- 2.5	590.2	680.5	+ 15.3	Total, All Trades
42.9	43.6	+ 1.6	92.8	131.9	+ 42.1	Department
120.1	117.9	- 1.8	90.0	95.2	+ 5.8	Motor Vehicle
6.5	7.0	+ 7.7	10.2	13.0	+ 27.5	Men's Clothing
5.9	6.3	+ 6.8	11.3	12.6	+ 11.5	Family Clothing
6.9	6.4	- 7.2	9.0	9.6	+ 6.7	Women's Clothing
18.7	19.8	+ 5.9	22.0	21.6	- 1.8	Hardware
6.7	7.1	+ 6.0	46.0	57.9	+ 25.9	Furniture
8.1	8.9	+ 9.9	39.8	50.2	+ 26.1	Appliance & Radio
3.1	3.2	+ 3.2	7.5	9.5	+ 26.7	Jewellery
						Grocery & Combination
74.1	65.8	- 11.2	28.7	27.0	- 5.9	(Independent)
41.1	38.7	- 5.8	34.7	34.2	- 1.4	Country General
26.9	27.7	+ 3.0	20.2	22.2	+ 9.9	Coal and Wood
						Garages and Filling
36.0	34.9	- 3.1	31.0	29.9	- 3.5	Stations

# RETAIL CONSUMER CREDIT CASH, CHARGE AND INSTALMENT SALES BY QUARTERS

1950-1953

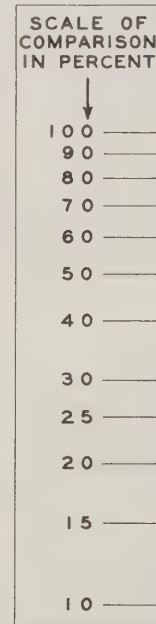
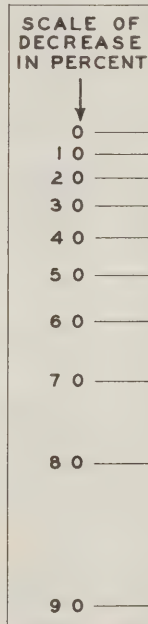
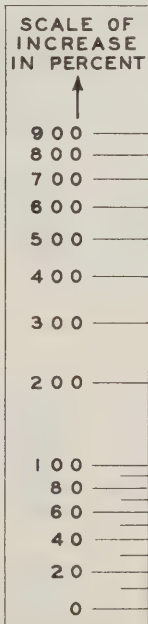
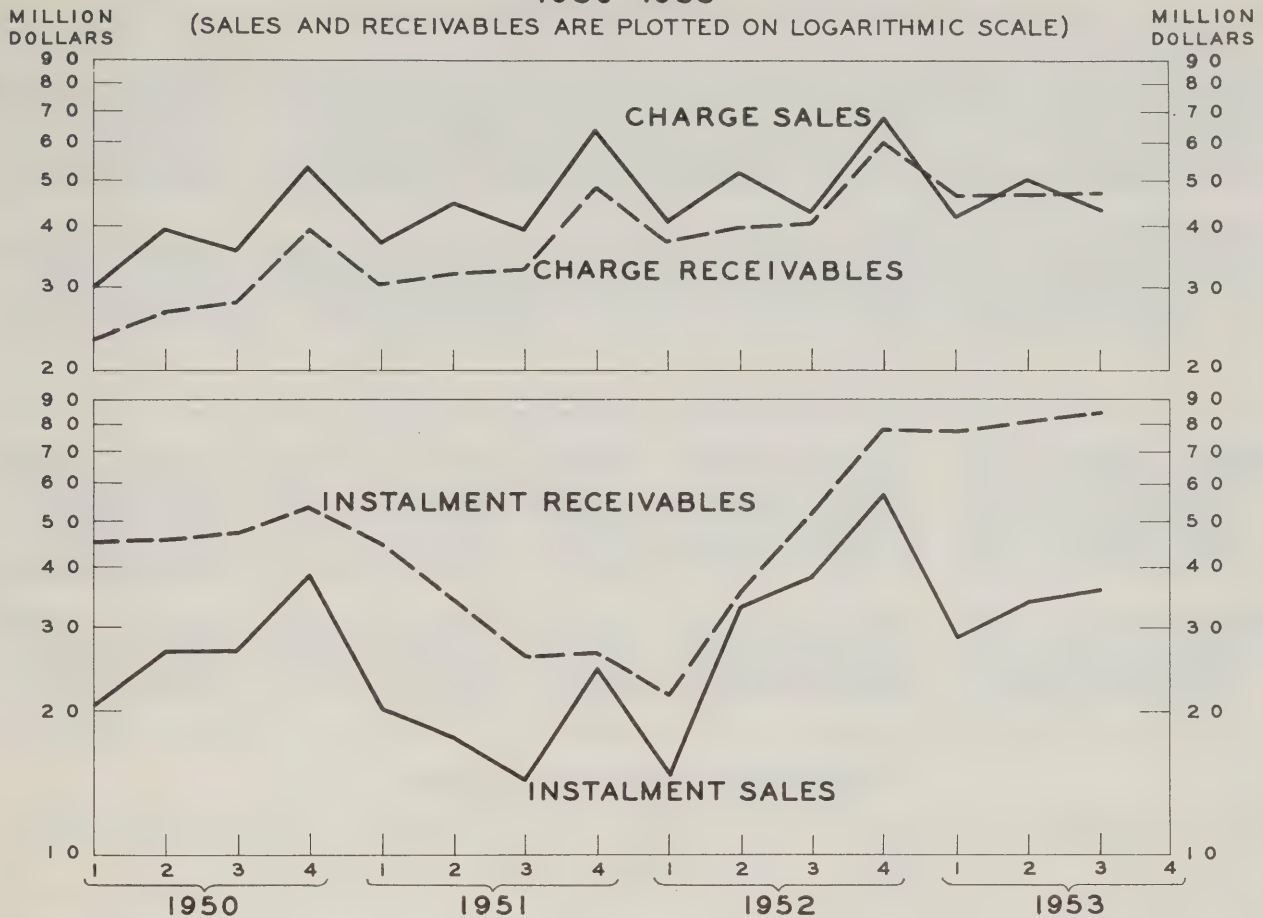
(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



# RETAIL CONSUMER CREDIT

## DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

### 1950-1953





**Table 1. - Total, All Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	1,596.9	209.1	508.6	2,314.6	96.5	352.5	449.0
Apr.-June ...	2,031.5	368.3	581.0	2,980.8	136.3	397.1	533.4
July-Sept. ..	1,976.1	334.2	577.1	2,887.4	179.0	411.2	590.2
Oct.-Dec. ...	2,128.9	357.6	634.5	3,121.1	239.3	449.2	688.5
1953-Jan.-Mar. ...	1,682.4	287.5	533.0	2,502.9	230.4	413.6	644.0
Apr.-June ...	2,135.5	400.6	599.8	3,135.9	242.8	436.1	678.9
July-Sept.(1)	2,110.5	317.3	562.7	2,990.5	247.9	432.6	680.5
Percentage Composition							
1952-Jan.-Mar. ...	69.0	9.0	22.0	100.0	21.5	78.5	100.0
Apr.-June ...	68.1	12.4	19.5	100.0	25.6	74.4	100.0
July-Sept. ..	68.4	11.6	20.0	100.0	30.3	69.7	100.0
Oct.-Dec. ...	68.2	11.5	20.3	100.0	34.8	65.2	100.0
1953-Jan.-Mar. ...	67.2	11.5	21.3	100.0	35.8	64.2	100.0
Apr.-June ...	68.1	12.8	19.1	100.0	35.8	64.2	100.0
July-Sept.(1)	70.6	10.6	18.8	100.0	36.4	63.6	100.0

**Table 2. - Department Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	129.9	14.8	40.9	185.6	21.5	37.0	58.5
Apr.-June ...	150.6	33.2	52.0	235.8	35.7	40.0	75.7
July-Sept. ..	132.3	38.6	42.9	213.8	52.0	40.8	92.8
Oct.-Dec. ...	217.9	57.0	67.6	342.5	78.0	59.0	137.0
1953-Jan.-Mar. ...	131.9	28.7	41.9	202.5	77.6	45.9	123.5
Apr.-June ...	155.2	34.0	51.0	240.2	80.6	47.7	128.3
July-Sept.(1)	139.4	35.7	43.6	218.7	84.2	47.7	131.9
Percentage Composition							
1952-Jan.-Mar. ...	70.0	8.0	22.0	100.0	36.8	63.2	100.0
Apr.-June ...	63.9	14.1	22.0	100.0	47.2	52.8	100.0
July-Sept. ..	61.9	18.1	20.0	100.0	56.0	44.0	100.0
Oct.-Dec. ...	63.6	16.6	19.8	100.0	56.9	43.1	100.0
1953-Jan.-Mar. ...	65.1	14.2	20.7	100.0	62.8	37.2	100.0
Apr.-June ...	64.6	14.2	21.2	100.0	62.8	37.2	100.0
July-Sept.(1)	63.8	16.3	19.9	100.0	63.8	36.2	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers**  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	195.4	122.6	109.9	427.9	5.4	59.1	64.5
Apr.-June ...	324.4	222.5	136.0	682.9	9.0	85.6	94.6
July-Sept. ..	246.2	178.0	120.1	544.3	8.7	81.3	90.0
Oct.-Dec. ...	197.4	166.7	119.2	483.3	7.9	71.0	78.9
1953-Jan.-Mar. ...	232.1	159.1	124.7	515.9	8.4	80.5	88.9
Apr.-June ...	357.4	239.8	141.3	738.5	9.3	89.6	98.9
July-Sept.(1)	284.2	169.7	117.9	571.8	9.3	85.9	95.2
Percentage Composition							
1952-Jan.-Mar. ...	45.6	28.7	25.7	100.0	8.4	91.6	100.0
Apr.-June ...	47.5	32.6	19.9	100.0	9.5	90.5	100.0
July-Sept. ..	45.2	32.7	22.1	100.0	9.7	90.3	100.0
Oct.-Dec. ...	40.8	34.5	24.7	100.0	10.0	90.0	100.0
1953-Jan.-Mar. ...	45.0	30.8	24.2	100.0	9.4	90.6	100.0
Apr.-June ...	48.4	32.5	19.1	100.0	9.4	90.6	100.0
July-Sept.(1)	49.7	29.7	20.6	100.0	9.8	90.2	100.0

**Table 4. - Men's Clothing Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	31.2	1.5	7.2	39.9	2.0	7.8	9.8
Apr.-June ...	40.3	2.0	7.8	50.1	2.3	8.5	10.8
July-Sept. ..	33.9	1.9	6.5	42.3	2.4	7.8	10.2
Oct.-Dec. ...	55.9	3.7	12.8	72.4	3.3	11.5	14.8
1953-Jan.-Mar. ...	30.5	2.1	7.0	39.6	3.1	8.6	11.7
Apr.-June ...	37.8	2.6	9.5	49.9	3.1	10.8	13.9
July-Sept.(1)	30.1	2.0	7.0	39.1	2.9	10.1	13.0
Percentage Composition							
1952-Jan.-Mar. ...	78.2	3.8	18.0	100.0	20.4	79.6	100.0
Apr.-June ...	80.4	4.1	15.5	100.0	21.3	78.7	100.0
July-Sept. ..	80.3	4.4	15.3	100.0	23.5	76.5	100.0
Oct.-Dec. ...	77.1	5.2	17.7	100.0	22.3	77.7	100.0
1953-Jan.-Mar. ...	77.0	5.4	17.6	100.0	26.5	73.5	100.0
Apr.-June ...	75.8	5.1	19.1	100.0	22.3	77.7	100.0
July-Sept.(1)	76.9	5.2	17.9	100.0	22.3	77.7	100.0

(1) Preliminary.

**Table 5. - Family Clothing Stores**  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	25.9	2.5	5.5	33.9	4.0	6.2	10.2
Apr.-June ...	36.0	4.0	8.3	48.3	4.6	7.3	11.9
July-Sept. ..	33.4	2.6	5.9	41.9	4.3	7.0	11.3
Oct.-Dec. ...	48.9	6.1	10.6	65.6	6.8	9.6	16.4
1953-Jan.-Mar. ...	27.6	3.0	6.5	37.1	4.8	8.7	13.5
Apr.-June ...	35.8	3.4	8.4	47.6	4.9	9.1	14.0
July-Sept.(1)	32.3	2.3	6.3	40.9	4.0	8.6	12.6
Percentage Composition							
1952-Jan.-Mar. ...	76.3	7.4	16.3	100.0	39.2	60.8	100.0
Apr.-June ...	74.5	8.2	17.3	100.0	38.7	61.3	100.0
July-Sept. ..	79.8	6.1	14.1	100.0	38.1	61.9	100.0
Oct.-Dec. ...	74.6	9.2	16.2	100.0	41.5	58.5	100.0
1953-Jan.-Mar. ...	74.2	8.2	17.6	100.0	35.6	64.4	100.0
Apr.-June ...	75.1	7.2	17.7	100.0	35.0	65.0	100.0
July-Sept.(1)	79.0	5.7	15.3	100.0	31.7	68.3	100.0

**Table 6. - Women's Clothing Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	35.2	0.5	7.7	43.4	0.5	7.3	7.8
Apr.-June ...	44.2	0.5	7.8	52.5	0.6	7.2	7.8
July-Sept. ..	36.6	0.5	6.9	44.0	0.7	8.3	9.0
Oct.-Dec. ...	52.5	0.9	9.3	62.7	0.9	10.0	10.9
1953-Jan.-Mar. ...	36.9	0.6	8.3	45.8	0.8	9.8	10.6
Apr.-June ...	45.4	0.5	8.2	54.1	0.7	9.2	9.9
July-Sept.(1)	39.1	0.5	6.4	46.0	0.8	8.8	9.6
Percentage Composition							
1952-Jan.-Mar. ...	81.2	1.2	17.6	100.0	6.4	93.6	100.0
Apr.-June ...	84.3	0.9	14.8	100.0	7.7	92.3	100.0
July-Sept. ..	83.2	1.1	15.7	100.0	7.8	92.2	100.0
Oct.-Dec. ...	83.7	1.4	14.9	100.0	8.3	91.7	100.0
1953-Jan.-Mar. ...	80.5	1.4	18.1	100.0	7.5	92.5	100.0
Apr.-June ...	84.0	0.9	15.1	100.0	7.1	92.9	100.0
July-Sept.(1)	85.0	1.1	13.9	100.0	8.3	91.7	100.0

(1) Preliminary.



**Table 7. - Hardware Stores**  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	21.2	2.2	12.0	35.4	1.3	15.7	17.0
Apr.-June ...	34.7	3.5	18.2	56.4	1.9	19.2	21.1
July-Sept. ..	33.8	3.3	18.7	55.8	2.0	20.0	22.0
Oct.-Dec. ...	40.4	3.8	18.0	62.2	2.6	19.7	22.3
1953-Jan.-Mar. ...	23.7	2.2	12.5	38.4	2.4	16.4	18.8
Apr.-June ...	35.6	3.2	20.9	59.7	2.4	21.2	23.6
July-Sept.(1)	35.7	2.9	19.8	58.4	2.6	19.0	21.6
Percentage Composition							
1952-Jan.-Mar. ...	59.8	6.2	34.0	100.0	7.6	92.4	100.0
Apr.-June ...	61.5	6.2	32.3	100.0	9.0	91.0	100.0
July-Sept. ..	60.6	5.9	33.5	100.0	9.1	90.9	100.0
Oct.-Dec. ...	65.0	6.1	28.9	100.0	11.7	88.3	100.0
1953-Jan.-Mar. ...	61.8	5.7	32.5	100.0	12.8	87.2	100.0
Apr.-June ...	59.6	5.4	35.0	100.0	10.2	89.8	100.0
July-Sept.(1)	61.2	4.9	33.9	100.0	12.0	88.0	100.0

**Table 8. - Furniture Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	16.6	14.5	7.0	38.1	19.2	4.6	23.8
Apr.-June ...	19.9	23.7	8.8	52.4	25.9	5.6	31.5
July-Sept. ..	18.5	27.1	6.7	52.3	38.7	7.3	46.0
Oct.-Dec. ...	22.5	28.5	8.2	59.2	47.2	8.7	55.9
1953-Jan.-Mar. ...	16.6	21.6	5.9	44.1	47.0	7.8	54.8
Apr.-June ...	20.4	27.0	8.1	55.5	48.9	8.0	56.9
July-Sept.(1)	18.1	25.3	7.1	50.5	49.8	8.1	57.9
Percentage Composition							
1952-Jan.-Mar. ...	43.6	38.0	18.4	100.0	80.7	19.3	100.0
Apr.-June ...	38.0	45.3	16.7	100.0	82.2	17.8	100.0
July-Sept. ..	35.3	51.9	12.8	100.0	84.1	15.9	100.0
Oct.-Dec. ...	38.0	48.2	13.8	100.0	84.4	15.6	100.0
1953-Jan.-Mar. ...	37.7	48.9	13.4	100.0	85.8	14.2	100.0
Apr.-June ...	36.8	48.6	14.6	100.0	85.9	14.1	100.0
July-Sept.(1)	35.9	50.1	14.0	100.0	86.0	14.0	100.0

(1) Preliminary.



**Table 9. - Household Appliance and Radio Stores**  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	13.5	16.0	7.4	36.9	22.1	6.6	28.7
Apr.-June ...	14.3	19.1	8.5	41.9	27.7	7.4	35.1
July-Sept. ..	14.7	20.0	8.1	42.8	31.7	8.1	39.8
Oct.-Dec. ...	20.4	22.8	10.7	53.9	38.7	9.6	48.3
1953-Jan.-Mar. ...	15.9	21.0	9.9	46.8	36.0	9.6	45.6
Apr.-June ...	14.5	22.6	9.0	46.1	41.0	8.6	49.6
July-Sept.(1)	14.2	19.1	8.9	42.2	41.1	9.1	50.2
Percentage Composition							
1952-Jan.-Mar. ...	36.6	43.3	20.1	100.0	77.0	23.0	100.0
Apr.-June ...	34.2	45.6	20.2	100.0	78.9	21.1	100.0
July-Sept. ..	34.3	46.6	19.1	100.0	79.6	20.4	100.0
Oct.-Dec. ...	37.8	42.4	19.8	100.0	80.1	19.9	100.0
1953-Jan.-Mar. ...	33.9	44.9	21.2	100.0	78.9	21.1	100.0
Apr.-June ...	31.5	48.9	19.6	100.0	82.7	17.3	100.0
July-Sept.(1)	33.5	45.3	21.2	100.0	81.9	18.1	100.0

**Table 10. - Jewellery Stores**  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	9.2	2.4	3.0	14.6	2.6	2.0	4.6
Apr.-June ...	10.9	3.7	3.7	18.3	3.4	2.2	5.6
July-Sept. ..	11.4	4.5	3.1	19.0	5.4	2.1	7.5
Oct.-Dec. ...	19.8	8.9	6.5	35.2	9.6	4.4	14.0
1953-Jan.-Mar. ...	9.6	3.4	3.0	16.0	7.7	2.1	9.8
Apr.-June ...	11.5	4.1	3.7	19.3	7.0	2.3	9.3
July-Sept.(1)	12.1	5.0	3.2	20.3	7.3	2.2	9.5
Percentage Composition							
1952-Jan.-Mar. ...	63.0	16.2	20.8	100.0	56.5	43.5	100.0
Apr.-June ...	59.6	20.3	20.1	100.0	60.7	39.3	100.0
July-Sept. ..	59.9	23.9	16.2	100.0	72.0	28.0	100.0
Oct.-Dec. ...	56.3	25.2	18.5	100.0	68.6	31.4	100.0
1953-Jan.-Mar. ...	60.2	21.0	18.8	100.0	78.6	21.4	100.0
Apr.-June ...	59.4	21.3	19.3	100.0	75.3	24.7	100.0
July-Sept.(1)	59.7	24.6	15.7	100.0	76.8	23.2	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)

## Sales and Accounts Receivable

(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1952-Jan.-Mar. ....	200.2	75.2	66.1	24.8	266.3	27.3
Apr.-June ....	218.8	75.6	70.7	24.4	289.5	28.2
July-Sept. ....	223.1	75.1	74.1	24.9	297.2	28.7
Oct.-Dec. ....	224.3	75.9	71.3	24.1	295.6	30.2
1953-Jan.-Mar. ....	199.5	75.8	63.8	24.2	263.3	26.7
Apr.-June ....	224.9	76.3	69.9	23.7	294.8	29.1
July-Sept. (1)	235.1	78.1	65.8	21.9	300.9	27.0

Table 12. - Country General Stores

1952-Jan.-Mar. ....	79.6	71.3	32.0	28.7	111.6	29.3
Apr.-June ....	97.2	72.0	37.9	28.0	135.1	29.9
July-Sept. ....	101.6	71.2	41.1	28.8	142.7	34.7
Oct.-Dec. ....	105.0	72.5	39.9	27.5	144.9	35.2
1953-Jan.-Mar. ....	75.9	71.2	30.8	28.8	106.7	30.4
Apr.-June ....	95.5	71.7	37.8	28.3	133.3	31.4
July-Sept. (1)	102.5	72.5	38.7	27.5	141.2	34.2

Table 13. - Coal and Wood Dealers

1952-Jan.-Mar. ....	30.5	47.3	34.1	52.7	64.6	25.3
Apr.-June ....	14.7	42.3	20.0	57.7	34.7	17.4
July-Sept. ....	20.1	42.8	26.9	57.2	47.0	20.2
Oct.-Dec. ....	28.0	43.9	35.8	56.1	63.8	25.6
1953-Jan.-Mar. ....	26.2	44.2	33.1	55.8	59.3	24.1
Apr.-June ....	12.9	39.2	20.1	60.8	33.0	17.1
July-Sept. (1)	17.2	38.3	27.7	61.7	44.9	22.2

Table 14. - Garages and Filling Stations

1952-Jan.-Mar. ....	83.4	74.6	28.5	25.4	111.9	26.7
Apr.-June ....	110.9	76.2	34.6	23.8	145.5	28.6
July-Sept. ....	122.1	77.2	36.0	22.8	158.1	31.0
Oct.-Dec. ....	102.9	75.1	34.0	24.9	136.9	30.3
1953-Jan.-Mar. ....	90.2	74.6	30.6	25.4	120.8	28.6
Apr.-June ....	120.5	75.9	38.3	24.1	158.8	31.3
July-Sept. (1)	138.2	79.8	34.9	20.2	173.1	29.9

(1) Preliminary.

**Table 15. - All Other Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	725.1	32.1	147.3	904.5	17.9	97.6	115.5
Apr.-June ...	914.6	56.1	166.7	1,137.4	25.2	110.0	135.2
July-Sept. ..	948.4	57.7	180.1	1,186.2	33.1	113.9	147.0
Oct.-Dec. ...	993.0	59.2	190.6	1,242.8	44.3	124.4	168.7
1953-Jan.-Mar. ...	765.6	45.8	155.2	966.6	42.6	114.6	157.2
Apr.-June ...	968.1	63.4	173.6	1,205.1	44.9	120.7	165.6
July-Sept.(1)	1,012.3	54.8	175.4	1,242.5	45.9	119.8	165.7
Percentage Composition							
1952-Jan.-Mar. ...	80.2	3.5	16.3	100.0	15.5	84.5	100.0
Apr.-June ...	80.4	4.9	14.7	100.0	18.6	81.4	100.0
July-Sept. ..	79.9	4.9	15.2	100.0	22.5	77.5	100.0
Oct.-Dec. ...	79.9	4.8	15.3	100.0	26.3	73.7	100.0
1953-Jan.-Mar. ...	79.2	4.7	16.1	100.0	27.1	72.9	100.0
Apr.-June ...	80.3	5.3	14.4	100.0	27.1	72.9	100.0
July-Sept.(1)	81.5	4.4	14.1	100.0	27.7	72.3	100.0

(1) Preliminary

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## DOMINION BUREAU OF STATISTICS

Industry and Merchandising Division

OTTAWA

UNIVERSITY OF TORONTO  
DEPT. OF POLITICAL ECONOMY

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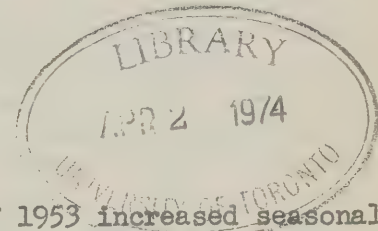
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## RETAIL CONSUMER CREDIT

FOURTH QUARTER, 1953



Cash and credit sales for the last quarter of 1953 increased seasonally to \$2,241.5 million and \$931.1 million respectively. This increase established a new record high level for cash sales, five per cent greater than the previous record cash sales of the second quarter. Credit sales, however, remained below the all-time high also established in the second quarter of 1953. To diminish the seasonal effect, comparison with the corresponding period of 1952 showed a gain of 5.3 per cent in cash sales and a decline of 6.2 per cent in credit sales. This comparatively lower level of credit sales was common to both charge and instalment sales which were 4.9 per cent and 8.4 per cent, respectively, below last year's fourth quarter estimates.

Type of Sale	Sales - Fourth Quarter		
	1952	1953	% Change 1953/1952
	(millions of dollars)		
Cash .....	2,128.9	2,241.5	+ 5.3
Instalment .....	357.6	327.7	- 8.4
Charge .....	634.5	603.4	- 4.9

The increase in cash sales over last year's fourth quarter was common to only seven of the thirteen trades specified. Motor vehicle dealers, furniture stores and general stores experienced a decline in credit sales which more than offset their gain in cash sales. Conversely, department stores, women's clothing stores, independent grocery stores and garages and filling stations obtained a greater increase in cash sales than the decline they experienced in credit sales. Motor vehicle dealers showed both the greatest percentage increase of 14.6 per cent and the largest absolute gain of \$28.8 million, compared to the cash sales of the corresponding period in 1952.

Charge sales, compared to last year's fourth quarter, were 4.9 per cent lower. Only four of the thirteen specified trades showed increments, department stores with 1.8 per cent, men's clothing with 12.5 per cent, family clothing with 0.9 per cent and coal and wood dealers with 0.3 per cent.



Instalment sales declined 8.4 per cent below the level established the last quarter of 1952. This trend was common to all trades extending this form of credit with the exception of appliance and radio stores which increased 15.4 per cent.

Customer's accounts receivable on the books of retailers as at December 31, 1953 exceeded the receivables on the corresponding date of last year by 9.8 per cent. Both instalment receivables, amounting to \$286.2 million, and charge receivables of \$469.9 million, surpassed the previous record high levels. This increase in accounts receivable, despite the decline in fourth quarter credit sales, indicates one or a combination of the following policy changes; a lowering of down-payments, extension of repayment periods or refinancing of old accounts.

NOTE:

The sales and receivables data in this report have not yet been revised to correspond with the "Retail Trade" bulletins which have been revised to the 1951 Census.

FOURTH QUARTER - SALES AND TOTAL ACCOUNTS RECEIVABLE - 1952 and 1953

Trade	Cash Sales			Instalment Sales		
	1952	1953	% Change	1952	1953	% Change
Total, All Trades .....	2,128.9	2,241.5	+ 5.3	357.6	327.7	- 8.4
Department .....	217.9	220.0	+ 1.0	57.0	55.1	- 3.3
Motor Vehicle .....	197.4	226.2	+ 14.6	166.7	143.5	- 13.9
Men's Clothing .....	55.9	48.5	- 13.2	3.7	3.6	- 2.7
Family Clothing .....	48.9	45.0	- 8.0	6.1	4.4	- 27.9
Women's Clothing .....	52.5	53.9	+ 2.7	0.9	0.7	- 22.2
Hardware .....	40.4	39.6	- 2.0	3.8	2.9	- 23.7
Furniture .....	22.5	23.0	+ 2.2	28.5	26.6	- 6.7
Appliance & Radio .....	20.4	20.3	- 0.5	22.8	26.3	+ 15.4
Jewellery .....	19.8	19.6	- 1.0	8.9	8.8	- 1.1
Grocery & Combination (Independent) .....	224.3	233.0	+ 3.9	-	-	-
Country General .....	105.0	105.1	+ 0.1	-	-	-
Coal and Wood .....	28.0	26.3	- 6.1	-	-	-
Garages and Filling Stations .....	102.9	116.6	+ 13.3	-	-	-

Percentage composition: The trend of the proportion of cash to total sales continued to increase to 70.7 per cent in the last quarter of 1953, from 70.4 per cent in the third quarter. Instalment sales, as a percentage of total sales, declined from 10.6 per cent to 10.3 per cent, compensating the increase in cash sales. Charge sales for the fourth quarter increased at the same rate as total sales, thereby retaining the same percentage composition ratio of 19.0 per cent of total sales. Within the trades, department stores showed a gain in the proportion of both cash and charge sales, but a decline in the proportion of instalment sales to total. Hardware, furniture and appliance and radio stores also showed an increased proportion of cash sales with a subsequent decline in both types of credit sales. Conversely, motor vehicle dealers, men's and family clothing stores and jewellery stores showed greater credit but smaller cash sales, when expressed as proportions of their total sales.

Instalment sales, as far as possible, include only those sales made under conditional sales agreement with a recovery clause.

Charge sales include specialized types as revolving charge and budgetted charge accounts.

Figures for Newfoundland firms are not included in the results of these quarterly surveys.

WITH PERCENTAGE CHANGE, BY TRADES.

(Sales in millions of dollars)

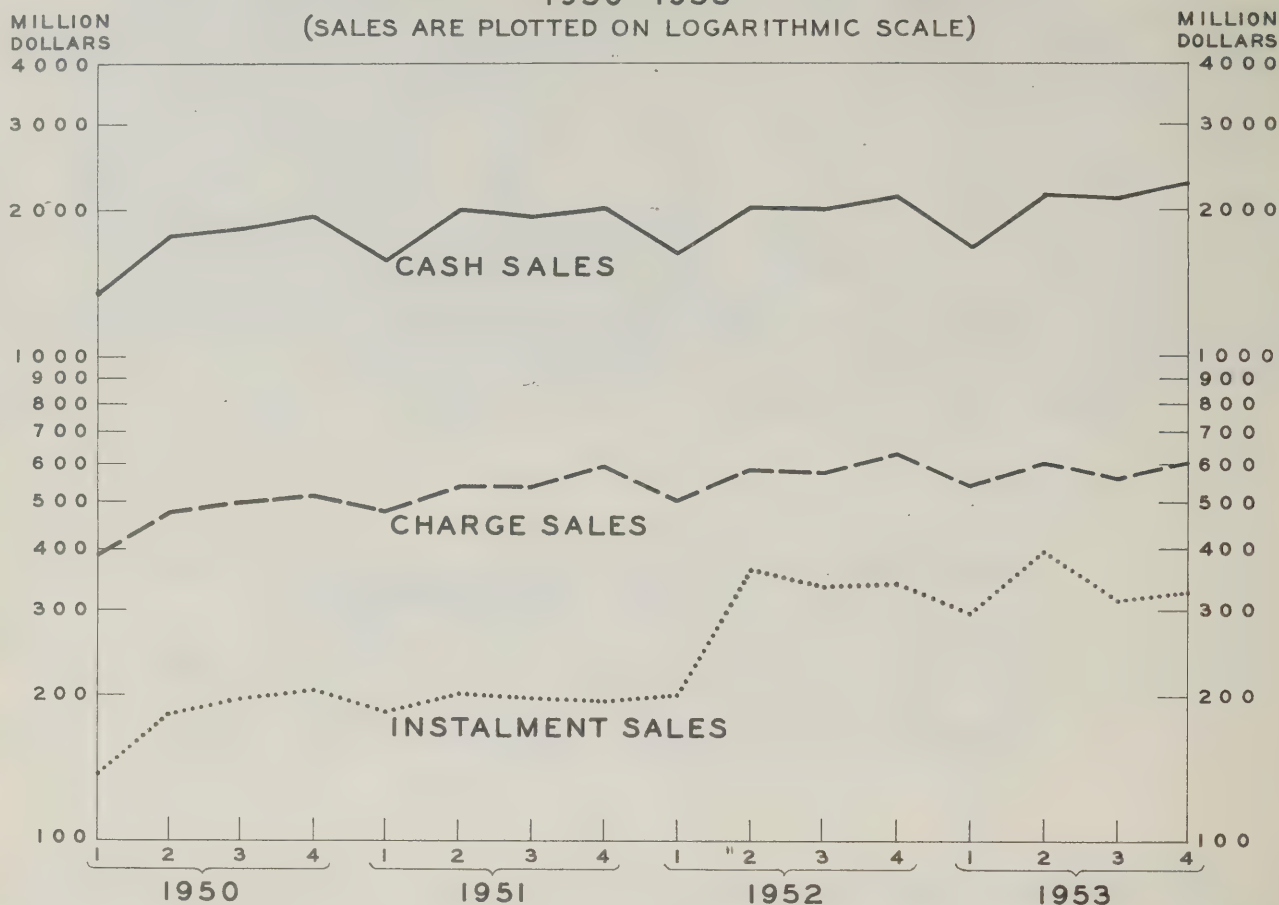
Charge Sales			Total Receivables			Trade
1952	1953	% Change	1952	1953	% Change	
634.5	603.4	- 4.9	688.5	756.1	+ 9.8	Total, All Trades
67.6	68.8	+ 1.8	137.0	162.8	+ 18.8	Department
119.2	103.8	- 12.9	78.9	83.1	+ 5.3	Motor Vehicle
12.8	14.4	+ 12.5	14.8	20.1	+ 35.8	Men's Clothing
10.6	10.7	+ 0.9	16.4	17.0	+ 3.7	Family Clothing
9.3	8.5	- 8.6	10.9	10.3	- 5.5	Women's Clothing
18.0	19.3	+ 7.2	22.3	22.4	+ 0.4	Hardware
8.2	7.9	- 3.7	55.9	60.3	+ 7.9	Furniture
10.7	9.7	- 9.3	48.3	61.3	+ 26.9	Appliance & Radio
6.5	6.5	-	14.0	16.1	+ 15.0	Jewellery
						Grocery & Combination
71.3	66.7	- 6.5	30.2	29.2	- 3.3	(Independent)
39.9	34.3	- 14.0	35.2	33.8	- 4.0	Country General
35.8	35.9	+ 0.3	25.6	24.6	- 3.9	Coal and Wood
						Garages and Filling
34.0	31.3	- 7.9	30.3	32.0	+ 5.6	Stations

# RETAIL CONSUMER CREDIT

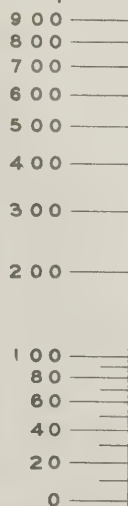
## CASH, CHARGE AND INSTALMENT SALES BY QUARTERS

### 1950-1953

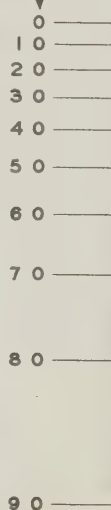
(SALES ARE PLOTTED ON LOGARITHMIC SCALE)



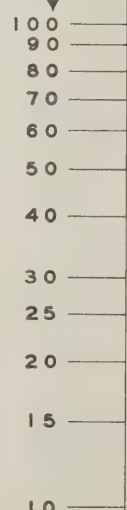
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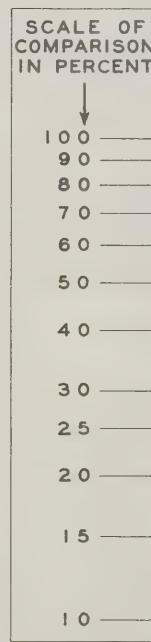
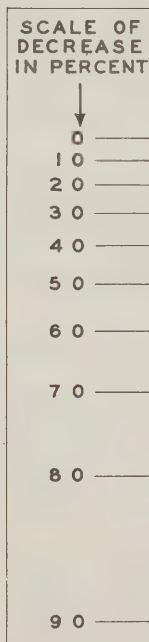
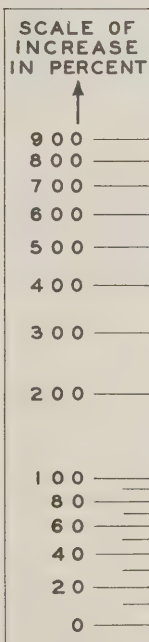
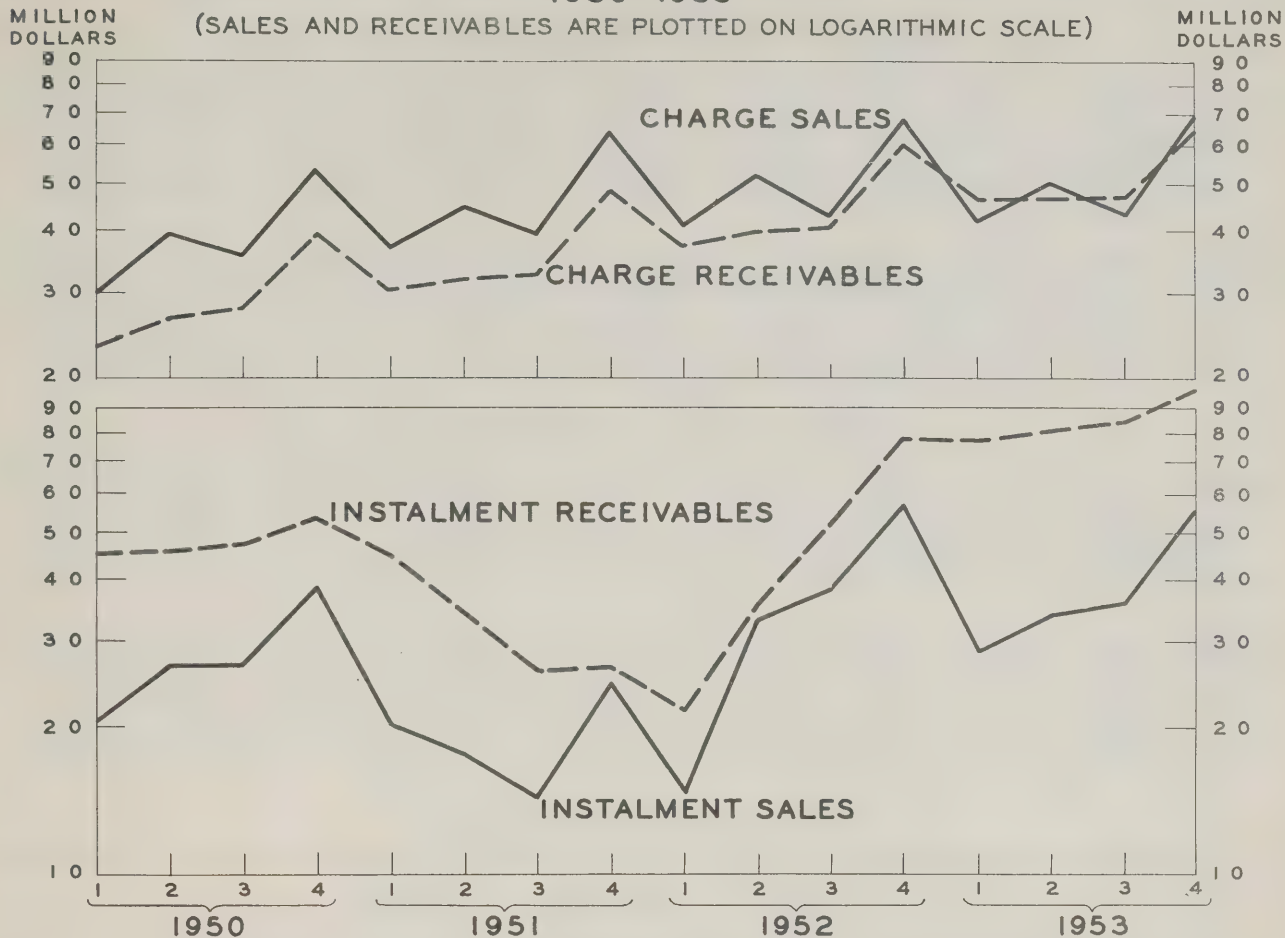
SCALE OF COMPARISON  
IN PERCENT



# RETAIL CONSUMER CREDIT

## DEPARTMENT STORE CREDIT SALES AND RECEIVABLES BY QUARTERS

### 1950-1953





**Table 1. - Total, All Trades  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	1,596.9	209.1	508.6	2,314.6	96.5	352.5	449.0
Apr.-June ...	2,031.5	368.3	581.0	2,980.8	136.3	397.1	533.4
July-Sept. ..	1,976.1	334.2	577.1	2,887.4	179.0	411.2	590.2
Oct.-Dec. ...	2,128.9	357.6	634.5	3,121.1	239.3	449.2	688.5
1953-Jan.-Mar. ...	1,682.4	287.5	533.0	2,502.9	230.4	413.6	644.0
Apr.-June ...	2,135.5	400.6	599.8	3,135.9	242.8	436.1	678.9
July-Sept. ..	2,105.9	316.1	568.5	2,990.5	251.9	433.6	685.5
Oct.-Dec. (1)	2,241.5	327.7	603.4	3,172.6	286.2	469.9	756.1
Percentage Composition							
1952-Jan.-Mar. ...	69.0	9.0	22.0	100.0	21.5	78.5	100.0
Apr.-June ...	68.1	12.4	19.5	100.0	25.6	74.4	100.0
July-Sept. ..	68.4	11.6	20.0	100.0	30.3	69.7	100.0
Oct.-Dec. ...	68.2	11.5	20.3	100.0	34.8	65.2	100.0
1953-Jan.-Mar. ...	67.2	11.5	21.3	100.0	35.8	64.2	100.0
Apr.-June ...	68.1	12.8	19.1	100.0	35.8	64.2	100.0
July-Sept. ..	70.4	10.6	19.0	100.0	36.7	63.3	100.0
Oct.-Dec. (1)	70.7	10.3	19.0	100.0	37.9	62.1	100.0

**Table 2. - Department Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	129.9	14.8	40.9	185.6	21.5	37.0	58.5
Apr.-June ...	150.6	33.2	52.0	235.8	35.7	40.0	75.7
July-Sept. ..	132.3	38.6	42.9	213.8	52.0	40.8	92.8
Oct.-Dec. ...	217.9	57.0	67.6	342.5	78.0	59.0	137.0
1953-Jan.-Mar. ...	131.9	28.7	41.9	202.5	77.6	45.9	123.5
Apr.-June ...	155.2	34.0	51.0	240.2	80.6	47.7	128.3
July-Sept. ..	139.3	35.9	43.5	218.7	84.2	47.7	131.9
Oct.-Dec. (1)	220.0	55.1	68.8	343.9	98.8	64.0	162.8
Percentage Composition							
1952-Jan.-Mar. ...	70.0	8.0	22.0	100.0	36.8	63.2	100.0
Apr.-June ...	63.9	14.1	22.0	100.0	47.2	52.8	100.0
July-Sept. ..	61.9	18.1	20.0	100.0	56.0	44.0	100.0
Oct.-Dec. ...	63.6	16.6	19.8	100.0	56.9	43.1	100.0
1953-Jan.-Mar. ...	65.1	14.2	20.7	100.0	62.8	37.2	100.0
Apr.-June ...	64.6	14.2	21.2	100.0	62.8	37.2	100.0
July-Sept. ..	63.7	16.4	19.9	100.0	63.8	36.2	100.0
Oct.-Dec. (1)	64.0	16.0	20.0	100.0	60.7	39.3	100.0

(1) Preliminary.

**Table 3. - Motor Vehicle Dealers  
Sales and Accounts Receivable**

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	195.4	122.6	109.9	427.9	5.4	59.1	64.5
Apr.-June ...	324.4	222.5	136.0	682.9	9.0	85.6	94.6
July-Sept. ..	246.2	178.0	120.1	544.3	8.7	81.3	90.0
Oct.-Dec. ...	197.4	166.7	119.2	483.3	7.9	71.0	78.9
1953-Jan.-Mar. ...	232.1	159.1	124.7	515.9	8.4	80.5	88.9
Apr.-June ...	357.4	239.8	141.3	738.5	9.3	89.6	98.9
July-Sept. ..	281.9	167.5	122.4	571.8	8.3	85.4	93.7
Oct.-Dec. (1)	226.2	143.5	103.8	473.5	5.7	77.4	83.1
Percentage Composition							
1952-Jan.-Mar. ...	45.6	28.7	25.7	100.0	8.4	91.6	100.0
Apr.-June ...	47.5	32.6	19.9	100.0	9.5	90.5	100.0
July-Sept. ..	45.2	32.7	22.1	100.0	9.7	90.3	100.0
Oct.-Dec. ...	40.8	34.5	24.7	100.0	10.0	90.0	100.0
1953-Jan.-Mar. ...	45.0	30.8	24.2	100.0	9.4	90.6	100.0
Apr.-June ...	48.4	32.5	19.1	100.0	9.4	90.6	100.0
July-Sept. ..	49.3	29.3	21.4	100.0	8.9	91.1	100.0
Oct.-Dec. (1)	47.8	30.3	21.9	100.0	6.9	93.1	100.0

**Table 4. - Men's Clothing Stores  
Sales and Accounts Receivable**

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	31.2	1.5	7.2	39.9	2.0	7.8	9.8
Apr.-June ...	40.3	2.0	7.8	50.1	2.3	8.5	10.8
July-Sept. ..	33.9	1.9	6.5	42.3	2.4	7.8	10.2
Oct.-Dec. ...	55.9	3.7	12.8	72.4	3.3	11.5	14.8
1953-Jan.-Mar. ...	30.5	2.1	7.0	39.6	3.1	8.6	11.7
Apr.-June ...	37.8	2.6	9.5	49.9	3.1	10.8	13.9
July-Sept. ..	30.4	2.0	6.7	39.1	3.0	9.7	12.7
Oct.-Dec. (1)	48.5	3.6	14.4	66.5	4.5	15.6	20.1
Percentage Composition							
1952-Jan.-Mar. ...	78.2	3.8	18.0	100.0	20.4	79.6	100.0
Apr.-June ...	80.4	4.1	15.5	100.0	21.3	78.7	100.0
July-Sept. ..	80.3	4.4	15.3	100.0	23.5	76.5	100.0
Oct.-Dec. ...	77.1	5.2	17.7	100.0	22.3	77.7	100.0
1953-Jan.-Mar. ...	77.0	5.4	17.6	100.0	26.5	73.5	100.0
Apr.-June ...	75.8	5.1	19.1	100.0	22.3	77.7	100.0
July-Sept. ..	77.5	5.2	17.3	100.0	23.6	76.4	100.0
Oct.-Dec. (1)	73.0	5.4	21.6	100.0	22.4	77.6	100.0

(1) Preliminary.

Table 5. - Family Clothing Stores  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	25.9	2.5	5.5	33.9	4.0	6.2	10.2
Apr.-June ...	36.0	4.0	8.3	48.3	4.6	7.3	11.9
July-Sept. ..	33.4	2.6	5.9	41.9	4.3	7.0	11.3
Oct.-Dec. ...	48.9	6.1	10.6	65.6	6.8	9.6	16.4
1953-Jan.-Mar. ...	27.6	3.0	6.5	37.1	4.8	8.7	13.5
Apr.-June ...	35.8	3.4	8.4	47.6	4.9	9.1	14.0
July-Sept. ..	32.4	2.3	6.2	40.9	4.2	8.4	12.6
Oct.-Dec. (1)	45.0	4.4	10.7	60.1	5.2	11.8	17.0
Percentage Composition							
1952-Jan.-Mar. ...	76.3	7.4	16.3	100.0	39.2	60.8	100.0
Apr.-June ...	74.5	8.2	17.3	100.0	38.7	61.3	100.0
July-Sept. ..	79.8	6.1	14.1	100.0	38.1	61.9	100.0
Oct.-Dec. ...	74.6	9.2	16.2	100.0	41.5	58.5	100.0
1953-Jan.-Mar. ...	74.2	8.2	17.6	100.0	35.6	64.4	100.0
Apr.-June ...	75.1	7.2	17.7	100.0	35.0	65.0	100.0
July-Sept. ..	79.3	5.6	15.1	100.0	33.3	66.7	100.0
Oct.-Dec. (1)	74.9	7.4	17.7	100.0	30.6	69.4	100.0

Table 6. - Women's Clothing Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	35.2	0.5	7.7	43.4	0.5	7.3	7.8
Apr.-June ...	44.2	0.5	7.8	52.5	0.6	7.2	7.8
July-Sept. ..	36.6	0.5	6.9	44.0	0.7	8.3	9.0
Oct.-Dec. ...	52.5	0.9	9.3	62.7	0.9	10.0	10.9
1953-Jan.-Mar. ...	36.9	0.6	8.3	45.8	0.8	9.8	10.6
Apr.-June ...	45.4	0.5	8.2	54.1	0.7	9.2	9.9
July-Sept. ..	38.9	0.5	6.6	46.0	0.7	9.1	9.8
Oct.-Dec. (1)	53.9	0.7	8.5	63.1	0.7	9.6	10.3
Percentage Composition							
1952-Jan.-Mar. ...	81.2	1.2	17.6	100.0	6.4	93.6	100.0
Apr.-June ...	84.3	0.9	14.8	100.0	7.7	92.3	100.0
July-Sept. ..	83.2	1.1	15.7	100.0	7.8	92.2	100.0
Oct.-Dec. ...	83.7	1.4	14.9	100.0	8.3	91.7	100.0
1953-Jan.-Mar. ...	80.5	1.4	18.1	100.0	7.5	92.5	100.0
Apr.-June ...	84.0	0.9	15.1	100.0	7.1	92.9	100.0
July-Sept. ..	84.6	1.0	14.4	100.0	7.1	92.9	100.0
Oct.-Dec. (1)	85.5	1.0	13.5	100.0	6.8	93.2	100.0

(1) Preliminary.



Table 7. - Hardware Stores  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	21.2	2.2	12.0	35.4	1.3	15.7	17.0
Apr.-June ...	34.7	3.5	18.2	56.4	1.9	19.2	21.1
July-Sept. ..	33.8	3.3	18.7	55.8	2.0	20.0	22.0
Oct.-Dec. ...	40.4	3.8	18.0	62.2	2.6	19.7	22.3
1953-Jan.-Mar. ...	23.7	2.2	12.5	38.4	2.4	16.4	18.8
Apr.-June ...	35.6	3.2	20.9	59.7	2.4	21.2	23.6
July-Sept. ..	35.3	3.3	19.8	58.4	2.6	19.9	22.5
Oct.-Dec. (1)	39.6	2.9	19.3	61.8	2.9	19.5	22.4
Percentage Composition							
1952-Jan.-Mar. ...	59.8	6.2	34.0	100.0	7.6	92.4	100.0
Apr.-June ...	61.5	6.2	32.3	100.0	9.0	91.0	100.0
July-Sept. ..	60.6	5.9	33.5	100.0	9.1	90.9	100.0
Oct.-Dec. ...	65.0	6.1	28.9	100.0	11.7	88.3	100.0
1953-Jan.-Mar. ...	61.8	5.7	32.5	100.0	12.8	87.2	100.0
Apr.-June ...	59.6	5.4	35.0	100.0	10.2	89.8	100.0
July-Sept. ..	60.6	5.5	33.9	100.0	11.6	88.4	100.0
Oct.-Dec. (1)	64.0	4.8	31.2	100.0	12.9	87.1	100.0

Table 8. - Furniture Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	16.6	14.5	7.0	38.1	19.2	4.6	23.8
Apr.-June ...	19.9	23.7	8.8	52.4	25.9	5.6	31.5
July-Sept. ..	18.5	27.1	6.7	52.3	38.7	7.3	46.0
Oct.-Dec. ...	22.5	28.5	8.2	59.2	47.2	8.7	55.9
1953-Jan.-Mar. ...	16.6	21.6	5.9	44.1	47.0	7.8	54.8
Apr.-June ...	20.4	27.0	8.1	55.5	48.9	8.0	56.9
July-Sept. ..	18.3	25.2	7.0	50.5	49.7	8.2	57.9
Oct.-Dec. (1)	23.0	26.6	7.9	57.5	51.7	8.6	60.3
Percentage Composition							
1952-Jan.-Mar. ...	43.6	38.0	18.4	100.0	80.7	19.3	100.0
Apr.-June ...	38.0	45.3	16.7	100.0	82.2	17.8	100.0
July-Sept. ..	35.3	51.9	12.8	100.0	84.1	15.9	100.0
Oct.-Dec. ...	38.0	48.2	13.8	100.0	84.4	15.6	100.0
1953-Jan.-Mar. ...	37.7	48.9	13.4	100.0	85.8	14.2	100.0
Apr.-June ...	36.8	48.6	14.6	100.0	85.9	14.1	100.0
July-Sept. ..	36.2	49.9	13.9	100.0	85.8	14.2	100.0
Oct.-Dec. (1)	40.0	46.2	13.8	100.0	85.7	14.3	100.0

(1) Preliminary.



Table 9. - Household Appliance and Radio Stores  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	13.5	16.0	7.4	36.9	22.1	6.6	28.7
Apr.-June ...	14.3	19.1	8.5	41.9	27.7	7.4	35.1
July-Sept. ..	14.7	20.0	8.1	42.8	31.7	8.1	39.8
Oct.-Dec. ...	20.4	22.8	10.7	53.9	38.7	9.6	48.3
1953-Jan.-Mar. ...	15.9	21.0	9.9	46.8	36.0	9.6	45.6
Apr.-June ...	14.5	22.6	9.0	46.1	41.0	8.6	49.6
July-Sept. ..	13.9	19.8	8.5	42.2	45.3	9.1	54.4
Oct.-Dec. (1)	20.3	26.3	9.7	56.3	52.1	9.2	61.3
Percentage Composition							
1952-Jan.-Mar. ...	36.6	43.3	20.1	100.0	77.0	23.0	100.0
Apr.-June ...	34.2	45.6	20.2	100.0	78.9	21.1	100.0
July-Sept. ..	34.3	46.6	19.1	100.0	79.6	20.4	100.0
Oct.-Dec. ...	37.8	42.4	19.8	100.0	80.1	19.9	100.0
1953-Jan.-Mar. ...	33.9	44.9	21.2	100.0	78.9	21.1	100.0
Apr.-June ...	31.5	48.9	19.6	100.0	82.7	17.3	100.0
July-Sept. ..	32.9	46.8	20.3	100.0	83.3	16.7	100.0
Oct.-Dec. (1)	36.1	46.7	17.2	100.0	85.0	15.0	100.0

Table 10. - Jewellery Stores  
Sales and Accounts Receivable

Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	9.2	2.4	3.0	14.6	2.6	2.0	4.6
Apr.-June ...	10.9	3.7	3.7	18.3	3.4	2.2	5.6
July-Sept. ..	11.4	4.5	3.1	19.0	5.4	2.1	7.5
Oct.-Dec. ...	19.8	8.9	6.5	35.2	9.6	4.4	14.0
1953-Jan.-Mar. ...	9.6	3.4	3.0	16.0	7.7	2.1	9.8
Apr.-June ...	11.5	4.1	3.7	19.3	7.0	2.3	9.3
July-Sept. ..	12.2	4.9	3.2	20.3	7.3	2.3	9.6
Oct.-Dec. (1)	19.6	8.8	6.5	34.9	11.6	4.5	16.1
Percentage Composition							
1952-Jan.-Mar. ...	63.0	16.2	20.8	100.0	56.5	43.5	100.0
Apr.-June ...	59.6	20.3	20.1	100.0	60.7	39.3	100.0
July-Sept. ..	59.9	23.9	16.2	100.0	72.0	28.0	100.0
Oct.-Dec. ...	56.3	25.2	18.5	100.0	68.6	31.4	100.0
1953-Jan.-Mar. ...	60.2	21.0	18.8	100.0	78.6	21.4	100.0
Apr.-June ...	59.4	21.3	19.3	100.0	75.3	24.7	100.0
July-Sept. ..	60.1	24.1	15.8	100.0	76.0	24.0	100.0
Oct.-Dec. (1)	56.2	25.2	18.6	100.0	72.0	28.0	100.0

(1) Preliminary.

Table 11. - Grocery and Combination Stores (Independent)

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**Sales and Accounts Receivable**  
(in millions of dollars)

Period	Sales					Accounts Receivable (Charge)
	Cash		Charge		Total	
	Amount	%	Amount	%	Amount	
1952-Jan.-Mar. ....	200.2	75.2	66.1	24.8	266.3	27.3
Apr.-June ....	218.8	75.6	70.7	24.4	289.5	28.2
July-Sept. ....	223.1	75.1	74.1	24.9	297.2	28.7
Oct.-Dec. ....	224.3	75.9	71.3	24.1	295.6	30.2
1953-Jan.-Mar. ....	199.5	75.8	63.8	24.2	263.3	26.7
Apr.-June ....	224.9	76.3	69.9	23.7	294.8	29.1
July-Sept. ....	234.6	78.0	66.3	22.0	300.9	27.1
Oct.-Dec. (1)	233.0	77.7	66.7	22.3	299.7	29.2

Table 12. - Country General Stores

1953-Jan.-Mar. ....	79.6	71.3	32.0	28.7	111.6	29.3
Apr.-June ....	97.2	72.0	37.9	28.0	135.1	29.9
July-Sept. ....	101.6	71.2	41.1	28.8	142.7	34.7
Oct.-Dec. ....	105.0	72.5	39.9	27.5	144.9	35.2
1953-Jan.-Mar. ....	75.9	71.2	30.8	28.8	106.7	30.4
Apr.-June ....	95.5	71.7	37.8	28.3	133.3	31.4
July-Sept. ....	103.2	73.1	38.0	26.9	141.2	34.7
Oct.-Dec. (1)	105.1	75.4	34.3	24.6	139.4	33.8

Table 13. - Coal and Wood Dealers

1952-Jan.-Mar. ....	30.5	47.3	34.1	52.7	64.6	25.3
Apr.-June ....	14.7	42.3	20.0	57.7	34.7	17.4
July-Sept. ....	20.1	42.8	26.9	57.2	47.0	20.2
Oct.-Dec. ....	28.0	43.9	35.8	56.1	63.8	25.6
1953-Jan.-Mar. ....	26.2	44.2	33.1	55.8	59.3	24.1
Apr.-June ....	12.9	39.2	20.1	60.8	33.0	17.1
July-Sept. ....	17.3	38.4	27.6	61.6	44.9	22.3
Oct.-Dec. (1)	26.3	42.3	35.9	57.7	62.2	24.6

Table 14. - Garages and Filling Stations

1952-Jan.-Mar. ....	83.4	74.6	28.5	25.4	111.9	26.7
Apr.-June ....	110.9	76.2	34.6	23.8	145.5	28.6
July-Sept. ....	122.1	77.2	36.0	22.8	158.1	31.0
Oct.-Dec. ....	102.9	75.1	34.0	24.9	136.9	30.3
1953-Jan.-Mar. ....	90.2	74.6	30.6	25.4	120.8	28.6
Apr.-June ....	120.5	75.9	38.3	24.1	158.8	31.3
July-Sept. ....	137.7	79.6	35.4	20.4	173.1	29.7
Oct.-Dec. (1)	116.6	78.8	31.3	21.2	147.9	32.0

(1) Preliminary.

Table 15. - All Other Trades  
Sales and Accounts Receivable

Period	Sales				Account receivable (at end of period)		
	Cash	Instalment	Charge	Total	Instalment	Charge	Total
Dollar Estimates (in millions)							
1952-Jan.-Mar. ...	725.1	32.1	147.3	904.5	17.9	97.6	115.5
Apr.-June ...	914.6	56.1	166.7	1,137.4	25.2	110.0	135.2
July-Sept. ..	948.4	57.7	180.1	1,186.2	33.1	113.9	147.0
Oct.-Dec. ...	993.0	59.2	190.6	1,242.8	44.3	124.4	168.7
1953-Jan.-Mar. ...	765.6	45.8	155.2	966.6	42.6	114.6	157.2
Apr.-June ...	968.1	63.4	173.6	1,205.1	44.9	120.7	165.6
July-Sept. ..	1,010.5	54.7	177.3	1,242.5	46.6	120.0	166.6
Oct.-Dec. (1)	1,064.4	55.8	185.6	1,305.8	53.0	130.1	183.1
Percentage Composition							
1952-Jan.-Mar. ...	80.2	3.5	16.3	100.0	15.5	84.5	100.0
Apr.-June ...	80.4	4.9	14.7	100.0	18.6	81.4	100.0
July-Sept. ..	79.9	4.9	15.2	100.0	22.5	77.5	100.0
Oct.-Dec. ...	79.9	4.8	15.3	100.0	26.3	73.7	100.0
1953-Jan.-Mar. ...	79.2	4.7	16.1	100.0	27.1	72.9	100.0
Apr.-June ...	80.3	5.3	14.4	100.0	27.1	72.9	100.0
July-Sept. ..	81.3	4.4	14.3	100.0	28.0	72.0	100.0
Oct.-Dec. (1)	81.5	4.3	14.2	100.0	28.9	71.1	100.0

(1) Preliminary.

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